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the **American Perfumer**
 and **ESSENTIAL OIL REVIEW**
 COSMETICS · SOAPS · FLAVORS

APRIL 1953



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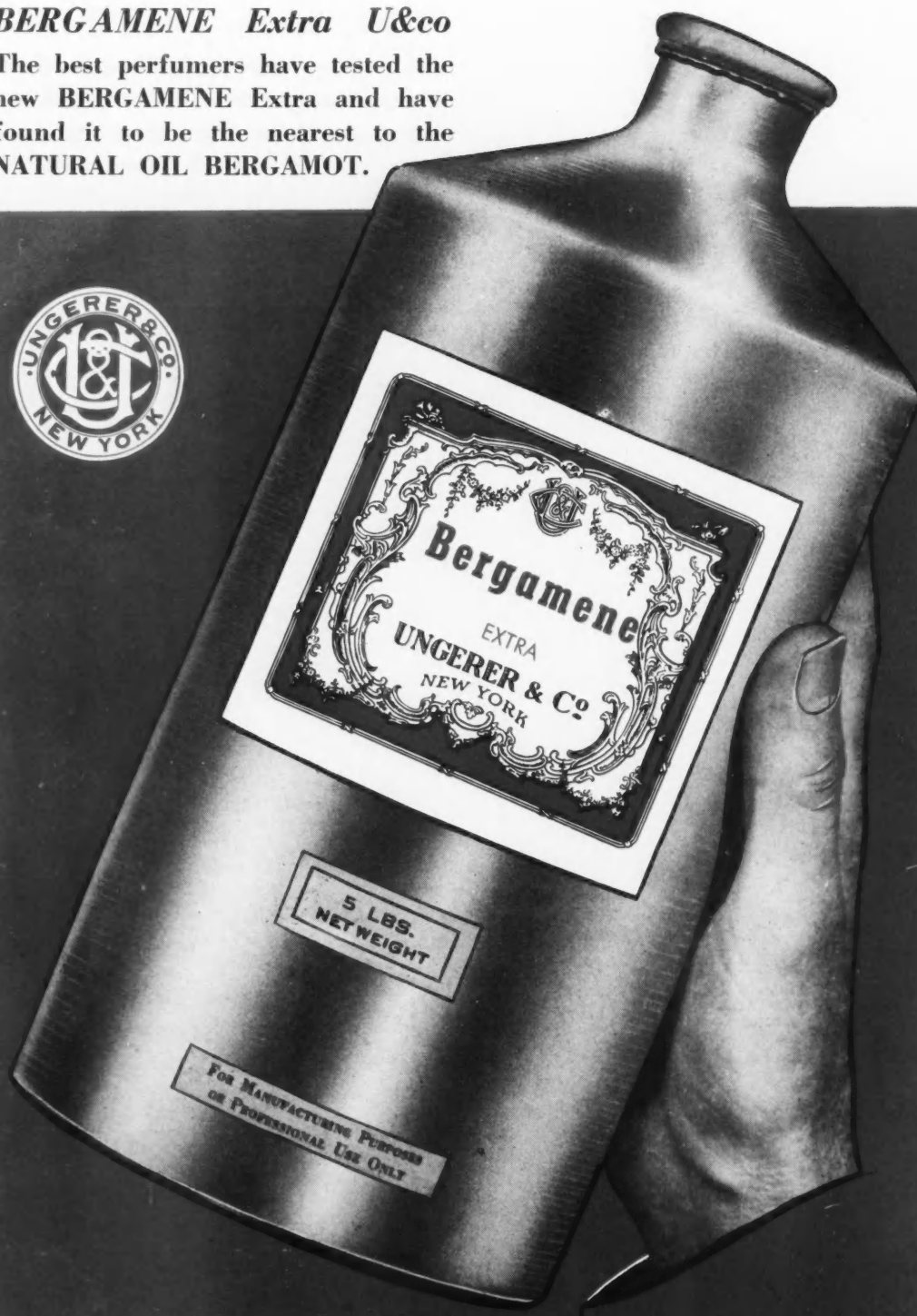
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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

CONTENTS • APRIL 1953

Research

- The Cassia Flower 280
Cultivation and extraction of oil
Vitamin Cream Dr. Irwin I. Lubowe 284
Metabolism of vitamin A
Flavoring with Pelargonates Morris B. Jacobs, Ph.D. 305
Esters examined and uses suggested
Relative Wear of Bar Soaps E. B. Masters 301
Exposition of quantitative determination

Production

- French Art and Science of Fixation—I 273
How to make floral essences and synthetic perfumes last
Cleansing as a Cosmetic Function Dr. Stefan Karas 277
New uses suggested and new types of cream cleansers
Problems in Perfuming Nail Enamel Henry J. Wing, Ph.D. 281
Challenge posed to perfumers . . . container problems
Glycerine in Hair Preparations Robert A. Stetson 285
Uses as humectant, vehicle, emollient, solvent, etc.
Substitution of Fats in Soapmaking Paul I. Smith 299
Restricted range of fats within which substitution is possible
Points on Compounding Flavors Frederick Triest 309
How slight but desirable variations are brought about

Management and Sales Promotion

- Delaney Bill—A Prologue Erwin Di Cyan, Ph.D. 276
What the Retail Buyers Report 289

Regular Features

- Desiderata Maison, G. de Navarre 269
Questions and Answers 271
Sampler 321
Editorial WE 295
New Packaging and Promotions 291
New Products and Developments 297
Flavor Section 305
Cosmetic Excise Tax Collections 276
Soap Section 299
News and Events 317
Book Reviews 324
Market Report 335
Prices in the New York Market 336
Index to Advertisers 340



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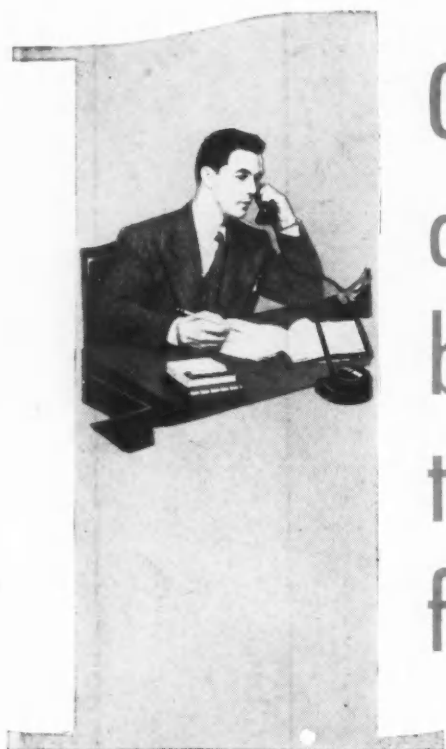
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TOP NOTES

by *Fritzsche*

FRITZSCHE BROTHERS, INC.

FRITZSCHE BROTHERS, INC.

A THOUGHT for the Month:
"Humidity makes plants grow;
humility makes men grow."
— AUTHOR UNKNOWN

FLOWER of the Month

April—Sweet Pea
or Daisy

May—Lily of the Val-
ley or Hawthorn



MAYBE
YOU
KNOW
HIM...

WARREN ROWLAND GODFREY came to us in 1936 from Buffalo where he had been Production Manager of a bottling plant. With a wife, a 4-year old son and ambition aplenty, young Godfrey had other "bees in his bonnet" besides Buffalo and the bottling business. Fritzsche seemed to present a more promising field for his capabilities and he decided to chance the change. Today, seventeen years later, he's happy that he did. His then 4-year old is now 21 and majoring in journalism, while a second son, 16, is in high school. As Manager of the busy and growing Philadelphia Sales Branch in the City of Brotherly Love, Warren finds time to indulge the hobbies he likes best . . . wood working, fishing, reading biography and playing an enthusiastic, albeit unphenomenal game of golf. Quietly persuasive, logical and imperturbable, Warren Godfrey is the sort of salesman top buyers welcome when their flavor, essential oil or aromatic supply problems appear most aggravating.

RECOMMENDATION of the Month

Neutral Fixative

(S-167)

This product has worked out very successfully in the pre-treatment of alcohol intended for use in perfumes, toilet waters or colognes. It neutralizes the odor of the alcohol and acts as a fixative for the perfume with no perceptible interference with the character of its fragrance. It eliminates the odor of alcohol as a negative factor to consumer acceptance. Accomplishes this desirable result at the low cost of 3¢ per gallon of finished product. Priced at \$45.00 per lb; \$1.00 for trial 1/4 oz.



READY TO HELP YOU

YES, ready and willing. And because two heads are usually better than one, we'd like to put our collective heads together with yours and find out if there isn't some way we can help you in the creation or improvement of your perfumed products. Many a small firm has been helped to grow large in just this way. Often lacking the necessary facilities and technically trained personnel essential to the development of worthwhile competitive products, these firms have given us their ideas and have let our very competent staff of fragrance specialists work out formulation and manufacturing details for them. This important part of FRITZSCHE service is available to any manufacturer who concedes, as we do, that *two heads ARE better than one!* From such, we cordially invite inquiries.

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for PERFUMES, TOILETRIES and COSMETICS

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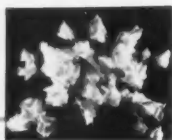
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PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N.Y.

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FOR PERFUMERS



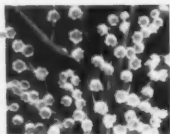
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The following fragrances may be used alone or in combination with other perfumes to produce a pleasing and somewhat modified effect:

SWEET PEA I-057 (*For Bath Powders and Talcums*) \$6.00 lb.
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 SWEET PEA S-601 (*For Bath Salts*) \$4.25 lb.
 SWEET PEA L-017 (*For General Cosmetics*)..... \$6.00 lb.
 SWEET PEA H-316 (*For General Cosmetics*)..... \$50.00 lb.

LILY of the VALLEY J-143 (*For Sachets and Lotions*) \$25.00 lb.
 LILY of the VALLEY K-298 (*For Creams and Lotions*) \$22.00 lb.
 LILY of the VALLEY N-468 (*For Hand Creams*).... \$4.00 lb.
 LYLIIUM "A" (*For General Cosmetics*)..... \$30.00 lb.
 LYLIIUM "B" (*For General Cosmetics*)..... \$15.00 lb.

WE'LL SEND YOU 1/2 ounce samples each of any three fragrances you may select from the above list if you'll fill in and mail us the attached coupon with check or money-order for \$1.00 to cover the cost of handling.

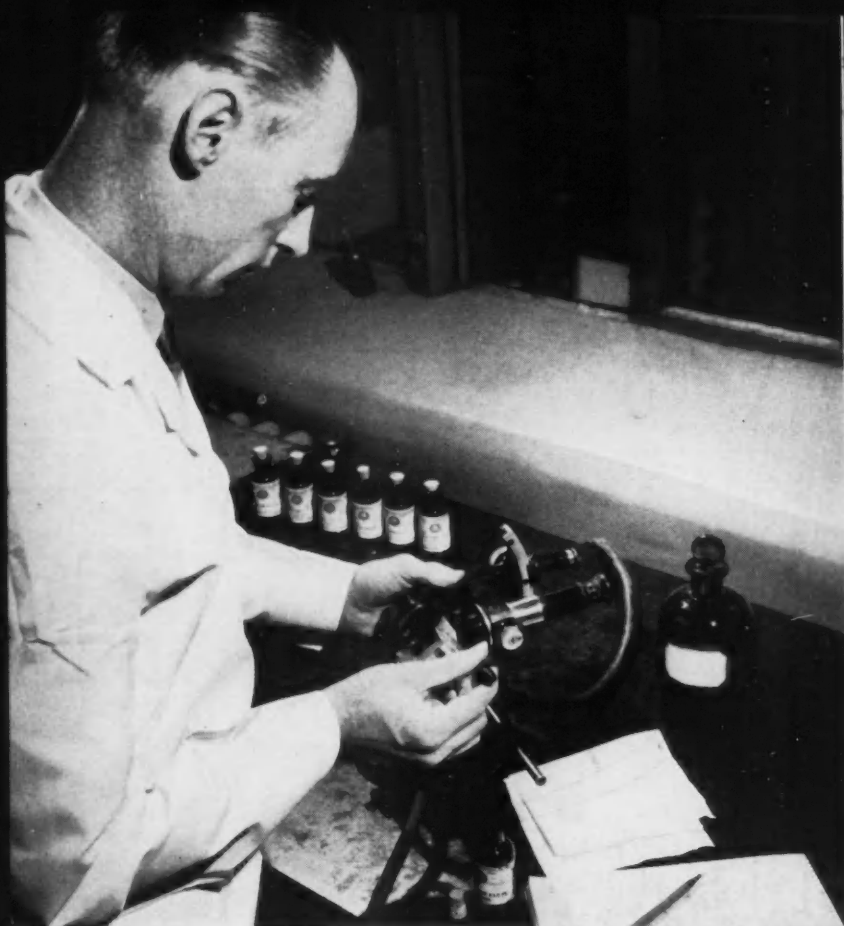


FRITZSCHE BROTHERS, Inc.
 76 Ninth Ave., New York 11, N.Y.

Gentlemen: For \$1.00 (check or M.O.) attached, please send me, prepaid, 1/2 oz. bottles of each of the THREE perfumes checked herewith:

NAME
 TITLE
 COMPANY
 ADDRESS
 CITY ZONE STATE

- ☐ I-057
- ☐ O-580
- ☐ S-601
- ☐ L-017
- ☐ H-316
- ☐ J-143
- ☐ K-298
- ☐ N-468
- ☐ LYLIIUM "A"
- ☐ LYLIIUM "B"



DETERMINING THE REFRACTIVE INDEX OF AN ESSENTIAL OIL

HERE'S A LOT of satisfaction in knowing that the merchandise you buy is as good as can be made, whether it be the garments you wear, the foods you eat or the furnishings that equip your home. Similar satisfaction derives from the raw materials that help make a finer finished product. Certainty that his basic ingredients are reliably superior gives immediate advantage to the manufacturer using them. Pride, satisfaction, confidence—these are reflected and carried on in many ways, from sales and advertising, through wholesale and retail outlets, on and on to the final consumer. Thus, the importance of quality in one's starting materials is very far-reaching. It is because of its importance that so much of our effort is directed toward the careful selection and control of ALL materials that enter our plant. It is why tests like that illustrated above are an essential part of our Quality Control Laboratory's daily routine.

FRITZSCHE

Established  1871

Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

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• M E M O •

To: PHARMACEUTICAL MANUFACTURERS WHO HAVE PROBLEMS INVOLVING FLAVORS

From: FRITZSCHE BROTHERS, Inc.

Subject: FLAVORING "KNOW-HOW"....THE KEY TO IMPROVED PALATABILITY

These words are directed to manufacturers who have problems involving flavor....which is to say ALL proprietary and pharmaceutical manufacturers, because sooner or later, most of them do have problems of unpalatability to overcome.

In the past, manufacturers went little beyond the simple technique of the corner druggist who made his less pleasant tasting prescriptions more acceptable by the addition of stock flavors like cherry, peppermint or honey.

Today, that practice is being changed. The emergence of spectacular discoveries and amazing new products from the research laboratories of this great industry has produced a remarkable change in the attitude and thinking of its members. No longer does the archaic device of a receding past serve the needs of current progress.

In no division of pharmacy is this more evident than in the manufacturers' employment of flavors. The old standbys of yesterday are rapidly giving way to newer, better and more efficient flavors....flavors developed specifically - and scientifically - to do an individual and particular job.

And here, the need is for unlimited flavoring "know-how", - a kind of knowledge built upon long experience and complete familiarity with an incredible variety of basic raw materials. Not the sort of knowledge one acquires overnight!

And so, for the important task of making the fine, ethical products of modern pharmacy more palatable to the user's taste, many of the foremost manufacturers are having their flavor research requirements fulfilled more quickly, more satisfactorily and more economically by their reliance on FRITZSCHE - specialists in the art of flavoring since 1871.

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1871

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CONSUMER SURVEY WILL FIND FACTS *for* T. G. A. CONVENTION

T AT THE Eighteenth Annual Convention of The Toilet Goods Association to be held at the Waldorf-Astoria Hotel in New York City on May 12, 13 and 14, the previously announced theme, "Let's Face Facts", will be implemented by a consumer survey now being conducted by the Association. This survey will attempt to find the facts on a number of problems currently facing the toilet goods industry. Such things as changing patterns of distribution, effectiveness of advertising, consumer buying trends and others are covered by the survey which will represent a very substantial cross-section of the American people in all parts of the country.

T EXPERTS from outside the industry will address the Convention, basing their talks on the facts as disclosed by the survey. Among the topics of these speakers will be the following:

- "Let's Face Facts on Advertising and Promotion"
- "Let's Face Facts on Where Toiletries are Bought"
- "Let's Face Facts on Consumer Buying Trends"
- "Let's Face Facts on Product Research"

T IN ADDITION, the program will be sufficiently flexible to include discussion of the present activities of the Federal Trade Commission, Congressional proposals for amendments to the Food, Drug and Cosmetic Act, and such other topics as may be important to the industry at the time of the Convention.

T THESE ADDRESSES and discussions are expected to lead naturally into a very lively and important closed meeting for manufacturers only. It is hoped at this meeting to develop industry policy relative to topics discussed at the open meetings and in addition to determine the attitude of members of the Association with respect to the consumer survey. This last might well be made a part of the regular program for the Association as an annual affair designed to secure completely impartial information on the marketing, advertising and promotion of toilet goods.

T THE LUNCHEON PROGRAMS for each day will also be of interest and value. On the first day the Charles S. Welch Packaging Award for 1952 will be presented. On the second day the three major Golf Tournament trophies will be awarded to the winners in the Golf Tournament, to be held on May 11th at Winged Foot. On the third day, the program of which will be devoted to the Scientific Section, the Cosmetic Industry Buyers Suppliers (CIBS) prize for the outstanding paper published in the Proceedings of the Scientific Section during 1952 will be awarded. This is a cash award of \$250.00 to be presented to the author of the winning paper.

T ALL MANUFACTURERS of finished toilet preparations, whether members of the Association or not, are invited to attend all sessions of the Convention. *Attendance by suppliers will be strictly limited to those who are Associate Members of the T.G.A.* Attendance at the closed meeting for manufacturers only on the afternoon of Wednesday, May 13th, will be limited to manufacturers of finished toilet goods. Suppliers, whether Associate Members or not, members of the press, and retail and wholesale distributors of cosmetics will be excluded from that meeting.

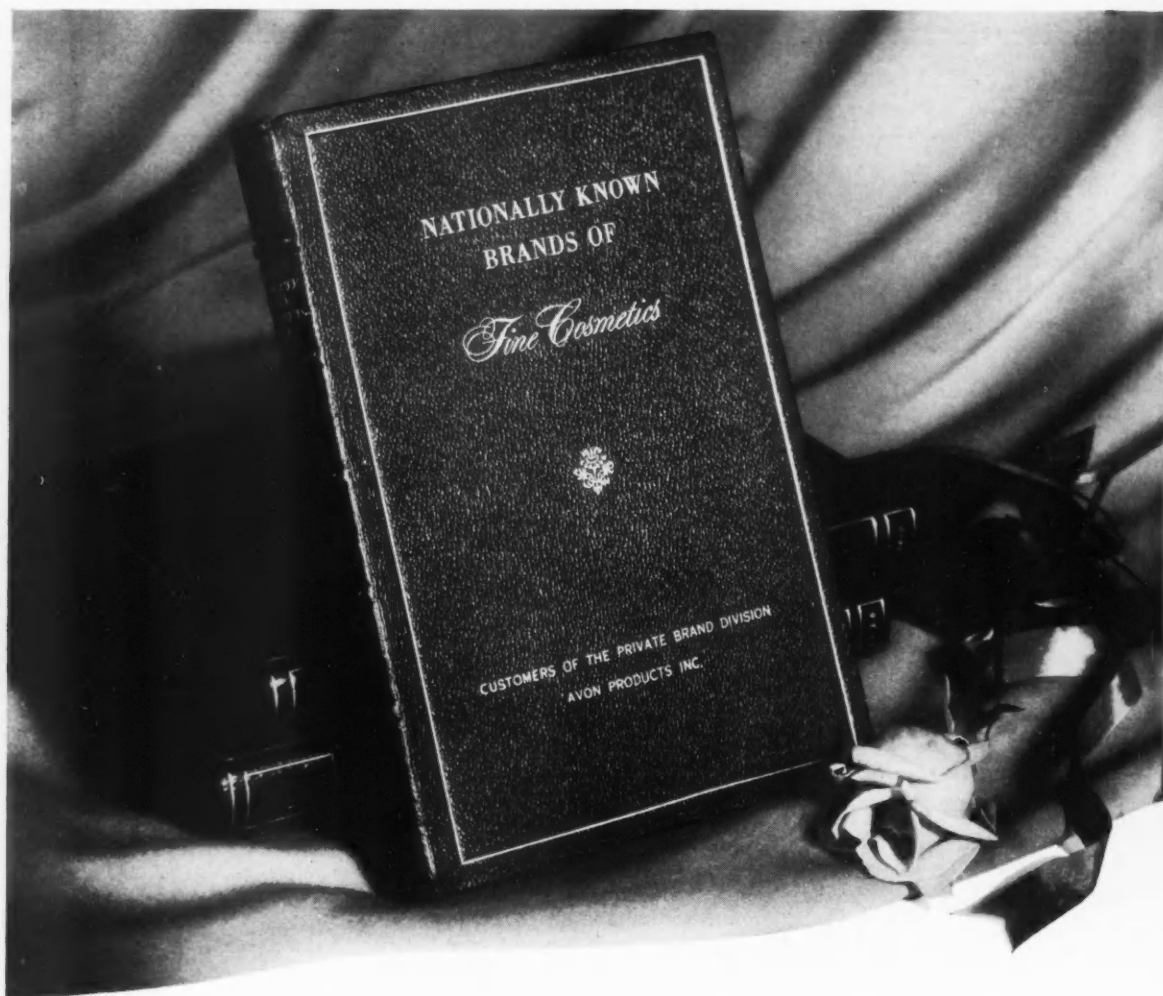
T THIS PROGRAM promises the most interesting, most vital and most constructive Convention in the history of the Association. We express the hope that every manufacturer of toilet goods in the country will be present to take part in the meeting.



THE TOILET GOODS ASSOCIATION, INC.

9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Further advertisements in this series will present to the industry what we feel will be an interesting picture of your Association's activities. Please read them and get to know us better.



It pays to go by the book!

Naturally, this book is a "closed" one. Names of the brands of fine cosmetics and toiletries made by the Private Brand Division of Avon Products are held in strict confidence.

But, we *can* say they're names of great renown . . . and their example is worth remembering.

You, too, can gain the greater volume you are seeking on your established toiletries or cosmetics . . . or introduce new ones without added plant expense on your part . . . by entrusting your production to Avon.

Avon's position of leadership has been gained by the most faithful observance of the highest quality standards. Your products are assured the expert attention which distinguishes Avon's production of its own and other well-established private brands. Formula and product assistance of Avon specialists is available if you desire. Their knowledge and experience include every phase of cosmetics and toiletries production.

Call or write Avon for complete information concerning the production of your own brands of toiletries and cosmetics.

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**A HIGHLY PURIFIED
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*satisfying the Draize-Woodward eye irritation
test in all concentrations*

ANIONIC • LIME STABLE • HIGHLY SUDSING

Specifications

Form and color	Light tan clear liquid
Specific gravity	1.070 to 1.090
Solids	35 to 37%
pH	6.3 -7.3
Active Ingredients	(approx.) 33 to 35%
Solubility in water	In all proportions
Iron	Less than 20 p.p.m.

Applications

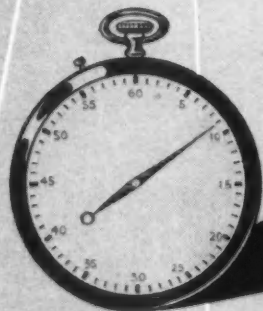
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Desiderata

by MAISON G. DENAVARRE, F.A.I.C.



M. G. deNavarre at work in his laboratory

Ammoniated Dentifrices

One re-reads with interest the symposium on dentifrices held by the Society of Cosmetic Chemists back in 1950. Particularly significant were the erudite observations of Western Reserve University's Thomas J. Hill, who, among other things, stressed caution in a time of tremendous enthusiasm, based on his own considerable tests.

Now, Bibby and Hawes report, in the March issue of the *Journal of the American Dental Association*, their results on a clinical study of 196 children. They say in part that "there is no satisfactory evidence—that a dentifrice with a high urea content reduces dental decay". They further question the soundness of the theory that the ammonium ion has any value in the prevention of dental decay. Hill (and Pearlman) has found that other ions, such as the sodium ion, are equal to the ammonium ion in their effectiveness in reducing the Lactobacilli counts.

It would seem to this department that in view of the tremendous variations and numbers of bacteria in the mouth, the differences in enzymic activities between different mouths, the method and means of practicing oral hygiene, the general body health, the diet and even perhaps hereditary characteristics all tend to play their respective roles individually and collectively in the maintenance of sound teeth. To pick on any particular bacterium as the cause of dental caries, to this dental layman, seems like too much license but I defer a crystalized opinion to those more learned in the subject.

One cannot help but recall the

question raised by Sagarin regarding sampling errors and the mathematics involved in obtaining the reported "significant results" and the true significance of control tests versus test results. The decimals and digits are perhaps not as significant as zealots themselves believed.

Here is a wonderful opportunity for a profound study which, before it can make much progress, would supply volumes of results already published and it would take a fair sized volume to critically appraise these results. It would require the balance of this volume to suggest methods of attacking the job.

The oral cavity and all of its problems are greatly influenced by the individual, probably more so than any other human problem.

Powdered Fragrances

Desiderata is obliged to reader Carsch for submitting some information on a new development with his company, namely, a powdered fragrance. In the process used, the fragrance is coated with a solid, water soluble film, and is sealed in until released when brought in contact with water.

This powdered fragrance, it is claimed, is protected against oxidation and evaporation, both of which play a vital role in the perfuming of powdered products. As a result, longer shelf life is to be expected from the use of these protected fragrances.

Inasmuch as the fragrance is protected, it would seem that fragrances formerly unsuitable could now be used in this new form.

Unfortunately, only a few fragrances are available at the moment

but any fragrances can be put into this form by the supplier. Since the powdered fragrance does not consist entirely of perfume, somewhat more of the powder is required than of the liquid perfume, a fact that cannot be determined without actual testing. This is a fascinating approach to a solution of the problem in powdered toilet articles and related products.

Chlorophyll Flunks?

As in most branches of science, there are those who believe in something and those who completely disagree. Everyone, however, states they belong to neither class but that they are actually in the middle. This department has voiced that opinion on chlorophyll several times. . . . It is waiting to see all the results before forming an opinion.

To begin with, researchers must work with a standardized product. Since there is no standardization, as yet, it behooves the producer, foreign and domestic, to get together and set up a standard.

Then one must determine the method of use tests and it likewise must be followed most carefully.

A uniform method of chlorophyll analysis must be established to determine product uniformity.

Finally, a recognized and standardized method of denoting effectiveness must be agreed upon so that when phrases such as "the odor is substantially reduced" are used, they mean something.

Sagarin, if I might refer to him again, without seeming to be in a rut, posed some interesting questions on this general subject last

Oriental Perfumes by D & O

To many women the exotic mysteries of the Far East hold an irresistible fascination as is well illustrated by the popularity of the Oriental Perfumes. To the manufacturer in search of a base for a fine Oriental fragrance, D & O recommends individual experimentation with trial quantities of these four unusual compositions.

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December before the Society of Cosmetic Chemists. In fact, there are those who violently disagreed with his entire theory but I must confess that when surveyed in a cooler atmosphere he makes no derogatory remarks but raised valid questions of standards and the articulation surrounding the whole problem. And so, the recent publication by Brocaleshurst of the University of Glasgow must be regarded in its true light. Was the material the same as others used? If not, how was it different? What was the test procedure? How were the results interpreted? According to Brocaleshurst, chlorophyll flunked in his tests.

One recalls the bitter words resulting from the papers delivered last December in New York by Corwin and others. There were some differences as to the speaker's true statements but nevertheless, Corwin raised some interesting points. If nothing else, he gave the movement for standardization a lot of impetus.

A thought that goes through my mind is this; since it is the copper chlorophyllin which is presumably more active, can it be that copper in other forms, perhaps as the gluconate, would have similar results on body odors?

are creams in which 50% water is too little whereas in other creams 50% water is too much. In addition, it is doubtful if we can get 50% water into a cream with the ingredients that you mention. Generally speaking this type of cream is classified as a cold cream with modifications and as suggested, the most water that can be put into a cream of this type safely is about 30%. The cocoa butter and the olive oil will only present problems of rancidity and you will require adequate preservation to keep these in reasonable shape. In any event, the product will not have a long shelf life.

Questions and Answers

1004: Permanent Wave Solution

Q. Do you have a formula for a permanent wave solution similar to Zotoz Wave Lock, containing thioglycolic acid, lanolin and ammonia? Also, a formula similar to Breck Shampoo for normal hair?

B. S., Illinois

A. We suggest you contact the following companies for bulk quantities of permanent wave solution. It is not feasible for you to mix your own since the thioglycolic acid is a very sensitive substance.

*Evans Chemetics, Inc.
250 East 43rd Street
New York 17, N. Y.*

*Summit Chemical Products Corp.
11 William Street
Belleville 9, New Jersey*

*Halby Products Company
Wilmington, Delaware*

We are not acquainted with the Breck Shampoo you require nor are we in position to make analysis of products for inquirers. Further, it is not our policy to suggest duplications of well known trade marked products whose reputation has been built at great expense.

1005: Permanent Waving Oil

Q. One of our good customers writes in as follows: "We are manufacturing a permanent wave solution using the formula: potassium metabisulphite, potassium carbonate, ammonium carbonate, ammonia solution 26° and emulsified oil, with sufficient water.

"That means 2 fl. oz. of the emul-

sified oil for each gallon of the formula. At present we are using petroleum oil with an acid emulsifier and soap at 2 and 3% of the oil respectively. The emulsion does not come as milky and perfect as required. Can you suggest a remedy?"

O. L., Pennsylvania

A. It is hard to suggest to you a method of preparing an oil for the permanent waving solution that will be satisfactory. Generally speaking, one is better off to buy such a preformulated oil. You might point out to your customer that he is using potassium metabisulphite (which is acid in reaction) with a carbonate and is going to get neutralizations of some of his alkali. You might also suggest that some people have made a satisfactory permanent waving oil by dissolving some mineral oil and lanolin in a highly sulfonated castor oil, using 2/3 of the sulfonated oil and the balance being made up of equal parts of the other ingredients and heated until uniform.

1006: Cream Ingredients

Q. As a subscriber of many years, I would appreciate your assistance in a working formula of the following ingredients: water, borax, lanolin, wax, cacao butter, spermaceti, olive oil. I would like to use about 50% of water and 50% of all the other ingredients. Thank you.

T. Y. H., Florida

A. Your information is quite incomplete and, therefore, we can make no recommendations. There

1007: Skin Strap Emulsifiers

Q. I have just read with interest your question No. 994 and answer to same on "Skin Strap" formulation in the February issue. Kindly send me the names of the new "Skin Straps" and also the names of the suppliers who make the emulsifiers for such purposes.

F. L., New York

A. Regarding skin straps, the three products on the market with which we are acquainted are the following:

Elizabeth Arden — Firmo-Lift

Frances Denney — Chin Strap

H. Rubinstein — Contour Lift

Names of suppliers of emulsifiers for use in products of this type are sent to you under separate cover.

1008: Papain in Cosmetics

Q. On vacation here in Miami Beach I have become interested in the possibilities of papain (enzyme from the tropical fruit papaya) as an ingredient for cosmetics. Would you kindly direct me to any literature on the subject.

J.R.R., Florida

A. Off and on people are interested in the use of the juice of the papaya as a cosmetic ingredient. To begin with, the latex which contains the enzyme papain requires special handling and, as a result, if one used the idea it is usually better to buy a standardized papain from some commercial source. We do not know of any literature on the subject excepting brief sketches which have appeared in cosmetic journals over the years. These you will have to dig out for yourself by going to a public library, and checking through the annual index of Chemical Abstracts which might mention these articles. One such reference recently published is *Lesser, Drug and Cosm. Ind., Aug. 1952, p. 178.*

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The French Art and Science of Fixation

SO long as the art of perfume compounding exists, fixation will be one of its paramount problems. An exclusively empirical feature in the past, the technique of fixation is now gradually being developed into a science.

Practically speaking, a good fixative should:

1. make the perfume last;
2. melt the odors of various ingredients into one, to create a pleasant-smelling compound;
3. increase the uniformity of evaporation, to provide a perfume that will not rapidly change its note by gradual elimination of its volatile components;
4. add a distinct fixative note, which should be strong and pleasant.

The first three functions are indispensable in a fixative; the fourth one is of lesser importance, as substances of weak odor will, nevertheless, make fine fixatives.

In order to clearly understand the phenomenon of

fixation we have to realize that we can smell a perfume owing to its loss of molecules in evaporation;—therefore, in order to extend the period of time during which we smell it, we'll have to decrease its speed of evaporation.

We can take it for granted that volatile substances evaporate at any given temperature and that the pressure of the vapors produced can be measured by means of a barometer. According to the law of Dalton, the total pressure of a mixture of vapors producing no reaction among each other is equal to the sum of the individual component pressures, or, "vapor tensions." However, Dalton's law applies only to the vapors of heterogenous substances, i.e. those which do not mix among each other. For instance, at 20 centigrades the essence of turpentine has a vapor tension of 4 mm, and water one of 17.4 mm; a mixture of both has a tension of 21.4 mm. This also explains why perfumes are more powerful on the skin than on blotters: the water in the human epidermis by adding to the vapor pressure, favors odor expansion.

Yet, the components of a perfume must be soluble

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in each other and in alcohol. In 1836, Magnus established that, where two substances are soluble in each other the resulting vapor tension will be lower than the sum of the vapor pressures measured separately at the same temperature. (Tiny additions are held in the compound with great power.) Mixtures of components that boil at different temperatures can be formed, with the boiling point of the entire compound remaining one and the same: these are the azeotropes.

Experience has shown that, by adding perfume components of low vapor tension, the perfumer can slow down evaporation of the entire compound. A non-volatile liquid that serves this purpose will make a good fixative.

Further, to convert a compound mixture into an azeotrope, we must increase the period of time needed for complete gasification of each individual component which—in turn—requires the presence of fixatives.

Molecular characteristics influence the boiling point of a substance; for instance, the ethylic ethers of organic acids will boil about 20 centigrades above the methylic ethers, and the acids will boil about 45 centigrades above the ethers. Primary alcohols have a higher boiling point than secondary ones, and those of the tertiary alcohols are even lower. Importance is also attributed to the presence of carbonyl groups and polar groups. Sometimes odorless glycols, and hydrocarbons soluble in alcohol, are utilized in this instance.

Essentials of a Fixative

We may conclude from the above that—technically speaking—a fixative should:

1. have a low vapor tension, preferably between 0.0005 and 0.005 mercury;
2. include carbonyl and related groups, such as ketones and ethers;
3. hold the power of forming complex physical and chemical compounds with aromatics of higher volatility;
4. carry no unpleasant odor.

It is unnecessary for a good fixative to carry a pleasant fragrance in itself. It may be odorless, provided that it has all the other qualities enumerated.

Excitation of the Olfactory Sense

J. le Magnen showed in 1947 that odor stimulation—i.e. the quantitative factor of olfactive efficacy—is a function of the number of molecules reaching the mucosa in a given period of time. This can be explained by the laws of adsorption. The adsorptive efficacy of a substance increases with its molecular weight and decreases with rising volatility.

The odorous molecules must be adsorbed on the olfactive nerve endings after partial solubilization in, and passing through, the watery liquid of Bowman. Low solubility in water and low volatility must, therefore, produce strong odor sensations as these factors will help to saturate the nerve endings with a minimum quantity of matter.

We also know of the low aqueous solubility of most odorous components. The weak odor of hydrosoluble substances such as pyridine, acetone, phenol, etc. and of the highly volatile chemicals—such as ether—has also been established. Dervichian (1949) has analyzed

the characteristics of odorous efficacy in a homologous series such as the alcohols. The primary compounds which are soluble in water and highly volatile, are almost odorless; the superior compounds which are poorly water soluble but not sufficiently volatile to reach the mucosa are, in turn, hardly perceptible from the odor viewpoint. However, in-between these groups, the compounds of medium volatility and solubility are the strongest-smelling ones because they answer the requirements of superficial saturation.

The Factor of Adsorption

Certain perfumery materials will adsorb other substances.

In order to determine what adsorption is, let us refer to the work of Langmuir and Devaux who proved that any uncontaminated solid surface is, up to a very short distance, (10^7 to 10^8) besieged by a more or less intense force of molecules of foreign matter. It is believed that the molecules enter the field where the attracting power of the surface is being felt, that they are pulled toward and held firmly by the surface on which they finally settle down. Thus, the entire surface may cover itself with molecules of foreign matter. Finally, its activity is saturated, the attracting power is neutralized by adsorbed molecules and the semblance of a homogenous mass is formed which holds certain properties of the adsorbing substance.

These studies have helped the establishment of new theories on lubrication in explaining the adherence of oils on metals; further, of flotation, and of the contaminated surfaces utilized in the formation of emulsions. In the science of creamology one knows substances with an affinity for lipids and others with an affinity for water. As to perfumery materials, the non-volatile and highly viscous components have the ability of holding on their surfaces or in their molecular cavities other substances which are more limpid and volatile.

Physicists have tried to explain this phenomenon, but the differences among the materials in question have led them to create various hypotheses. T. Ruemelle (P.E.O.R., July 1948) has attributed the most obvious effect of perfume fixation to the adsorption produced by an odorous oil, of another fragrant substance, by which the latter is endowed with the properties of the first.

Ruemelle cites, for instance, the mixture of heliotropin and coumarin. The odor finally produced is in no way proportionate to the rate of admixture and the odor of heliotropin prevails from the start on. This can be explained by the formation of monomolecular film surrounding each coumarin molecule. The evaporating coumarin surface will be completely hidden under a thin cover.

D. Dervichian (Ind. de la Parf. Vol. 4, No. 5, May & June 1939) has described the result of his studies as follows: "Generally speaking of comparable affinities, we may say that the substances of lower volatility and lower solubility are those most easy to adsorb; i.e. they attach themselves more readily than dispersed or gaseous chemicals."

The fixatives are, therefore, taken from the group of chemicals of low volatility, while all perfume essences certainly tend toward expansion in the atmosphere, in



Bottling and packaging perfume.

gaseous form. This has led some authors to the erroneous conclusion that viscosity is the decisive factor in fixation. However, this means to mistake mechanical action for the adsorption factor.

In a review of various fixation theories of up-to-date merit, Ruemelle has divided the fixatives into several groups, namely: *Autofixatives*, which adjust the evaporation of the more volatile components, among which the synthetic musks are significant; *pseudofixatives*, which are crystalline materials acting as agents of diffusion, such as various esters (phthalic, cinnamic, benzoic, salicylic, etc.); *stimulating fixatives* which act as carriers of odorous oils; and—finally—the *true fixatives*, those which prevent early evaporation through their colloidal nature and power of adsorption. The rosins and balms are dispersed carrying agents of this type and their power of adsorption is considerable. The shape of the molecule is, probably, of importance in addition to physicochemical features, and the specific wetting properties in relation to different solvents.

The absolutes of flowers, upon extraction with volatile solvents, hold—in addition to their volatile fractions—about one-half by weight in components of low volatility and high viscosity which are the natural flower perfume fixatives. The flower absolutes extracted with fats and oils apparently include fatty alcohols and acids having remarkable fixing properties. The same applies to the volatile, yet, alcohol-soluble components of natural musk, amber and civet.

The oils and fats, as employed in the extraction of flower absolutes, play an important part in fixation. Certain soaps, for instance, which have been perfumed with essential oils dispensed in sulfocinate of soda hold their fragrance better than those perfumed with alcoholic solutions. It is evident that by their adsorbent features, their viscosity and even their conversion into viscous coatings, the fats and oils are apt to cover themselves with atomized odor components.

These findings might redirect chemical research toward the preparation of new fixing raw materials of a complex biological structure and a high molecular weight. The problem of perfume fixation in mediums other than alcohol (such as powders, lotions, creams and soaps) requires special research.

Those who stand for nothing often fall for anything.
—Fifth Ave. Protective Assn.

The Delaney Bill—A Prologue

ERWIN DI CYAN, PH.D.*

THE Delaney bill, modifying the cosmetic provisions of the Federal Food, Drug and Cosmetic Act introduced in this session of Congress (H.R. 2244) has been thoroughly publicized in the trade press. The high probability that it will not pass during this session of Congress, if at all, is reasonably apparent but quite beside the point. It does not matter whether the Delaney bill will pass or not, because it is the first of a number of bills that will be introduced. But there is little if any doubt that one of the bills yet to be submitted will be passed. What is important is a change in the administrative concept which is explicit in the Delaney bill. It is quite important to view the change with probity and objectivity—whether the change is an expression of a trend is not yet apparent.

In considering the regulations that the Delaney bill proposes or that other bills will propose, assumptions must be made. The first assumption is that the industry affected, i.e. the cosmetic industry, is a responsible industry. The second assumption is the premise that an industry that fails to regulate itself will be subjected to regulations—frequently in excess of the strictures which the public interest demands. The third assumption is that in considering the regulations, one views them with an impartial appraisal of the needs they are intended to serve in the public interest.

Many will recall the panic and the furor which accompanied the discussion of the Tugwell food and drug legislation, and the despondency which accompanied the enactment of the then new Federal Food, Drug and Cosmetic Act of 1938. Many individuals in the pharmaceutical industry then felt that the act made the pharmaceutical business an untenable one. In fact, the ownership of many firms changed hands then, particularly in view of the requirement of disclosure of active ingredients on the labels of drugs and in the case of prescription legend drugs, a *quantitative* statement of ingredients.

Our most important antibiotics and chemotherapeutic substances were not known in 1938 when the new Act went into effect. As if by prescience, the Act contained provisions for these products for informative labeling. Due to their need it is likely that the provisions regarding informative labeling would have been later enacted had they not been available to assure the safe and effective use of these newer drugs.

The parallelism becomes apparent if we project the 1938 scene upon the 1954 stage. New materials which are and can be useful in cosmetic formulation are being made in increasing numbers. And safeguards for their proper use must be available. *It is just as illogical to use new and untested materials in cosmetics as in drugs.* One is now accustomed to pretest new materials used in drugs; what reason is there to dispense with pretesting in cosmetics?

The Delaney bill virtually makes provisions for pretesting of new materials, since it prohibits their use in cosmetics unless the Administrator has previously *approved* their use. The positive permissive philosophy of approval is new in food and drug legislation and ad-

* Reprinted from the Monthly Bulletin of Di Cyan & Brown, March, 1953.

ministration in the United States. It is common in the food and drug laws of other countries. A positive permissive philosophy as expressed in approval is different merely in degree not in kind from the philosophies of countries wherein the acts of individuals are either compulsory or prohibited. What ramifications will result from this precedent we are not certain though the concept is not a strange one to other divisions of the government. Parenthetically, it is paradoxical that such a new departure in food and drug legislation was born in a bill introduced in 1953—during a Republican administration.

It is our view that industry should aid in the enactment of adequate and workable pretesting provisions. It should not waste its energies in sputtering—and wake up enthralled to impracticable pretesting provisions.

It should also be noted that in the Delaney bill there is a specific provision that in connection with issuing an order of approval for the use of a new material in cosmetics, the Administrator shall take into consideration "... the other ways in which the consumer may be affected by the same substance or other substances." The full meaning of that clause is not clear—but the breadth of that clause is virtually unlimited. That clause would be applicable in the far-fetched example wherein the Administrator may issue an order of approval for the use of a new substance in a soap, on condition that the labeling of the soap warns that the user shall not use dishwashing compounds containing synthetic detergents; fantastic indeed but the clause allows such latitude. The clause should be clarified and the jurisdiction it confers should be more definitely stated.

The Delaney bill also has a provision where approval already granted may be suspended by the Administrator when he subsequently determines that the new material is unsafe. We fail to understand the reason for the excitement that provision causes in some quarters of the cosmetic industry. As a matter of fact, that provision is a somewhat more generous one than a corresponding provision regarding new drug applications. The provision for suspension of approval is related to our first assumption—that the cosmetic industry is a responsible industry. And what responsible member of an industry would not voluntarily cease the manufacture of a product if such a product may be found to be unsafe?

We opposed the disclosure of *active* ingredients on the labels of cosmetic products because such a disclosure would not have been practicable. Our objection was based on the difficulty in determining which, otherwise inactive ingredients in an ointment, become active ingredients in a cosmetic. Lanolin for example is a vehicle, a carrier, an inactive ingredient in an anti-sunburn ointment—or practically any ointment. Yet, the effect of many cosmetic creams is due, primarily if not solely, to lanolin. The Delaney bill disposes of our objection since it proposes to require the disclosure in the labeling of a cosmetic of "... the common or usual name of each ... ingredient. ..."

If one recalls again the panic in 1938 which required the disclosure on the labels of drugs of the common or usual name of each ingredient, one will view more dispassionately the requirement to disclose ingredi-

ents with respect to cosmetics. Cosmetics have passed the stage during which they were sold by the methods of a pitchman on the tailboard of a covered wagon. Comparatively little secrecy exists in cosmetic formulations today. And competition soon dispels the initial secrecy that accompanies the introduction of a new cosmetic. For these reasons it is difficult to understand the over-reaction to that proposal.

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1951 and 1952 and also the collections for the months of 1953 so far issued are given in the table following:

	1953	1952	1951
January	\$13,123,480	\$11,547,853	\$12,255,363
February	13,859,961	14,338,420	12,867,842
March		7,248,879	8,534,569
April		8,218,865	5,746,348
May		9,174,622	9,293,461
June		8,253,649	8,622,275
July		9,357,443	8,901,311
August		8,849,488	10,252,706
September		8,523,241	7,698,854
October		8,439,370	9,365,932
November		7,878,976	8,916,488
December		10,432,117	8,974,215

Some New Film Formers

DURING a study of the properties of cellulose derivatives at low temperatures, it appeared worth while to investigate derivatives of hydroxyethylcellulose. The presence of polyethylene glycol branches in the latter should result in plastics which are more internally plasticized than the corresponding cellulose.

Methods for preparing ether and ester derivatives from hydroxyethylcelluloses containing 0.4 and 1.5 moles of combined ethylene oxide per anhydroglucose unit were investigated and are described. Hydroxyethylcellulose undergoes substitution reactions more readily than cellulose, the esterifications proceeding more rapidly and smoothly and with less degradation than the etherifications. Unlike with cellulose, it is possible to prepare partially acylated derivatives directly. The derivatives were analyzed both by carbon and hydrogen determinations and by the acetylation of residual hydroxyl groups, good agreement being obtained, and were further characterized by viscosity measurements and solubility behavior. Other data collected often include softening points, moduli of flexure, brittle temperatures, and stress-strain behavior.

Where possible, correlations have been made between the type of substituent and polymer properties. The derivatives in general are good film formers and in many ways are superior to the corresponding cellulose derivatives. The data which are presented allow comparisons to be made with available data on other polymeric materials.—S. G. Cohen, H. C. Haas, Leonard Farney, and Claude Valle, Jr. (Chem. Research Labs., Polaroid Corp.), I&EC.

Why cleansing creams are superior to soap in many cases. . . . Beeswax-borax combinations. . . . New types of cleansers. . . . New uses

DR. STEFAN A. KARAS:

Cleansing

as a Cosmetic Function



SO effective is the ordinary bar of toilet soap as a cleansing agent for the body that we seldom think in terms of cosmetics as performing a cleansing function. Soap, water, washcloth, and a little hard work would seem to suffice to clean any skin. Why should anyone think of using cosmetics for that purpose?

Ironically, enough, the cleansing property of certain cosmetics is not found necessary in order to aid in the performance of its original function, namely beauty; but rather becomes necessary mainly because of the need for removal of other cosmetic and beauty products. Thus, if it were not for the fact that the woman is using lipstick, rouge, face powder, foundations, and other materials that are difficult to remove completely from the face, it would not be necessary to create cosmetics that have excellent cleansing abilities.

This is not to say that soap fails to clean, but rather that cleansing creams, for most people, are superior as cosmetic removers, for reasons that will be reviewed in this article.

When the skin is washed with a soap or a detergent, and then rinsed with a rather large amount of water, this is called a washing process. When cosmetic creams are used, the same process does not take place, but the same end-result is accomplished. The manner of doing this is very simple—the creams are spread all over the area, particularly on the face, and then they

are wiped off with a soft cloth or with tissue paper. The distinction then becomes important, for in examining a product that has cleansing properties, and in looking into its use as well as its composition, it is necessary to determine that it does not duplicate the washing procedure.

Comparison of Cream and Soap Cleansing

The fact is that cosmetic cleansing has very little resemblance to washing. The cleansing cream is an oily emulsion itself, whereas soap is not. When the cream is rubbed into the surface of the skin, the cosmetics on the skin become emulsified, in an oil-in-water phase, and on a superficial level the solid or dry cosmetics that have been applied to the face are easily removed.

What does the cosmetic cream accomplish in the way of cleansing that cannot be accomplished by water? First, the washing is deeper and more complete. Secondly, cosmetic cleansing leaves the skin oily, without the drying effect produced by the use of soap and water. Thirdly, there is a question in both cases of irritation, but with soap and water, the washing and the drying are more abrupt. Irritation is therefore relatively more frequent than when a cream is used.

The removal of unnecessary deposits from the skin is accomplished by the cream, without the use of water,

but rather through emulsification and mechanical removal.

Examination of the chemical character of both of these procedures will indicate that in cosmetic cleansing creams, the alkalinity is kept to a minimum, the pH being no more than 8, sometimes neutral or even slightly on the acid side. Such inert materials as mineral or vegetable oil, with natural or synthetic waxes, are quite neutral to the skin. Soap and detergent are not only highly alkaline, but lower the surface action of facial oils, resulting in chemical changes that are deeper than the surface of the skin.

The entire question of irritation is largely a dermatological problem, and one of great significance. Without delving thoroughly into it, one could easily ascertain the superiority of cosmetic cleansing as a procedure less "drastic" and certainly less "chemical."

What are the ingredients that give a good cleansing action to a cosmetic product? The classical ingredients which are still in use for this purpose, giving the most effective cleansing cream, are borax and beeswax, used in combination with each other.

To the cosmetic chemist manufacturing large quantities of a cleansing cream, the result obtained by the use of borax with beeswax is most gratifying, it being possible to obtain a product striking in appearance and unusually stable. As simple as is this combination, no one has, up to the present time, been able to unravel this enigma, for there is no satisfactory explanation for the action of these two products in the presence of each other.

It is known that beeswax is composed of many natural ingredients, but which one or which group of them makes possible the intimate union with tetrasodium borate (borax) remains to be discovered. When this puzzle is solved, it is possible that it will give a key not only to the science of emulsification, but also to the curious phenomenon of synergism.

Let it be emphasized that in formulating a cleansing cream, a beeswax without borax is worth as little as a borax without beeswax.

New Types of Cleansers

To the above classical combination, there must now be added two types of cleansers, built up by the use of weak alkali. The latter may be triethanolamine, or the nitro product, 2-amino-2-methyl-1,3-propanediol, or any sodium or potassium stearates, oleates, or other higher fatty acids.

Creams Using Polyethylene Derivatives

Finally, the cleansing can also be accomplished by creams made without alkalies of any sort, through the use of polyethylene derivatives, such as glycols or glycerols. These are among the newest products for this type of cosmetic, and have the virtue of being most proficient in the absorption of large amounts of water. They furthermore impart to the cream an appearance of high quality, and they emulsify a large variety of neutral cosmetic ingredients.

It would seem, then, that cleansing creams are the sole cosmetic vehicles utilized to carry out this function. This is, in a sense, true, insofar as no other cosmetics are sold primarily or to any large extent for the purpose of cleansing. However, there are numer-

ous face and body creams that clean, and it would be difficult to imagine a cream that did not have some cleansing action.

There are the so-called nourishing or emollient creams, containing a large percentage of lanolin. In a certain sense, they are cleansing creams, although applied in a different way and for a different purpose. Their composition is not highly different from the cleansing creams, and their mode of action is certainly similar. The main difference lies in the fat content, much higher for the nourishing and emollient creams, and in the length of time that they remain in contact with the skin.

Even hand lotions, used in large amounts, can accomplish a cleansing action, and those people who are sensitive to ordinary toilet soap have resorted to hand lotions as a substitute. These lotions are themselves emulsions, and contain emulsifiers which have the property of cleansing the skin and admixing the foreign matter into the emulsion, which is then mechanically removed from the skin.

Beeswax-Borax Combination

However, such products generally are inferior to cleansing creams in the cleansing property precisely because they do not contain the beeswax-borax combination. The use of beeswax and borax gives certain qualities not found in any single ingredient or any other combination. The mixture, and the cream resulting therefrom, are stable, unctuous, easily dispersible, semisolid, and have a lustrous appearance. Furthermore, the complete mixture of the two, borax and beeswax, is brought about at a relatively low temperature, that is about 60 to 80° C.

Finally, their solubilities are very advantageous in a cream. Borax is soluble in water, and beeswax is soluble in mineral or vegetable oil, and the two together form a mixture in which each retains its own partial or selective solubility. It is clear that this solubility makes an excellent contribution toward cleaning, emulsifying, and removing any tenacious particles of dirt that may have been lodged on the skin. It is important that the cosmetic chemist understand not only that no other chemical will give such a combination with beeswax except the weak alkali, tetrasodium borate (borax). It would also be a fertile field for investigation to discover why these two products are so much better together than are other alkalies.

Avoiding the domain of dermatology, and merely basing our findings on cosmetic investigation, we can say that the human skin cleaned by the beeswax-borax combination has the least chance to be irritated. This is due to the neutrality (or near neutrality) of the product, as distinct from the highly alkaline soap; and to the fact that there is much less disruption to the physico-chemical status of the skin when a cream is applied and removed than when soap and water are applied. On the skin there remains the slight amount of natural moisture, together with the skin oils. In other words the skin, following the use of a cleansing cream, reverts in a very quick period of time to the status it was in before the cleaning, except that foreign matter has been removed.

For the past several years, there have been on the market detergents to be used as facial cleansing



DR. STEFAN KARAS, consultant, is the author of this ninth in a series of articles on primary functions of cosmetics and factors involved in their manufacture.

creams, that replace or in some cases strengthen the borax-beeswax emulsions for cleansing purposes. These detergents are compounded in the form of mixtures with self-emulsifying waxes, such as diethylene monostearate or polyethylene glycol stearate, or the corresponding oleates.

The main difference between such cleansing creams and those of the traditional borax-beeswax type is that the former are far more drastic in their accomplishment of the cleansing function. The newer detergent cleansers do not contain any oils, mineral or vegetable, and they are always water-soluble, so far as the detergent phase is concerned, at least during the rubbing process.

As a result, during application there is a more intimate contact with the surface of the skin, the contact is deeper, and the resultant action is somewhat harsher.

However, this is somewhat counteracted if the amounts used are under good control. The quantity of detergent necessary to accomplish the cleansing action is considerably less than the quantity of cream of the traditional character that would have to be used for such a purpose.

The detergent cleansers have a tendency to leave a film on the skin, unless the detergent is carefully removed with water, instead of using tissue paper for this purpose. It should not be assumed by the manufacturer that water will be used, and instructions should preferably be on the label.

Detergent Type Cleansing Creams

The detergent-type cleansing cream would probably be very welcome in the warmer climates, where an oily skin is quite prevalent, and where the climatic conditions are responsible for a replacement of oil by the subcutaneous tissues at a faster rate than in more temperate and colder zones.

Closely allied with the detergent-type cleansing cream is the detergent shampoo, which is a similar product in a semi-liquid form. Actually, the use of such a product for the washing of the hair is even more logical than for the skin. The hair of most people is much more resistant to deep washing, and such deep washing is accomplished better with the new synthetic detergents than with the soap shampoos, especially if the water is rich in calcium.

A word on a product that is not in the true sense of the word a cosmetic is in place here. Just as there are areas where cosmetics come close to being drugs, so there are others where they are close to being sanitary products, and such is the case with the abrasive-type

cleansing creams. These are usually made with pumice and infusorial (or diatomaceous) earth, and are manufactured primarily for the purpose of deep hand washing. Alkaline soaps and detergents are used to remove stubborn greases and deeply ingrained dirt. The result is a utilitarian specialty that finds use among mechanics and others. With a large number of women in factories, it would seem advisable to promote the use of emollient creams following the use of the abrasive cleanser.

Suggested New Uses for Cleansing Creams

It would seem, in conclusion, that cleansing has been up to now almost neglected in cosmetic formulation. We have the cleansing cream, and other than that, no one has paid too much attention to this very important function. The beeswax-borax combination should be more thoroughly investigated, to determine how this cleansing action can be imparted to other types of creams and other types of cosmetics. As a cosmetic function, cleansing should be more seriously considered by management, research, and promotion departments. Why not promote cleansing creams with lipsticks, so that the lips can be cleaned more thoroughly at night, or before a new application? Why not together with rouge and foundations and powder, so that these products can be more thoroughly removed, so that the face is cleaner for the fresh material upon new application? Why not more thought to cleansing in the all-purpose cream, instead of emphasis on all of the other functions and properties and virtues?

Also a field for further study is the investigation of the effect of cleansing creams and of soap on difficult to clean skins, on sensitive skins, on adolescents, and others who present problems. It is entirely possible that for many of these people, soap is not the best possible product, and that either cleansing creams, or new cosmetics containing certain cleansing ingredients, may best serve their purpose.



"It will double our business; think of it, left cheek cream and right cheek cream!"

The Cassia Flower

THE gathering of the Cassia flower, in November, is the last operation of the year among perfume flowers and plants.

The Cassia flower is produced by the Cassia tree (*Acacia Farnesiana* Willd) of Indian origin, introduced in Europe around 1656. It appeared in Provence before 1792. It is a rather small tree, six to eighteen feet in height, tortuous, irregularly shaped, its scarce leaves cut out like lace. Its flowers, which are remarkable by their sweet and captivating odor, are formed by a kind of eyelashes, grouped like innumerable pins, small, silky and yolk like yellow pincushions. They are held by thin pedicles and attached with many others at the same point, where the leaves are themselves attached.

They are collected from the beginning of September to the end of November and even December if the temperature allows it. The tree itself fears the cold and can only be cultivated in the maritime area of Low Provence, on the hills of Vallauris, Mougins and Le Cannet, also in Italian Liguria, Algeria, Palestine and Egypt. It requires a light soil, pervious and deep, particularly granitic lands which are easily heated up by the sun. Lighter and dryer, they are the best soils and give a long and rich production. The best situation is south, on hill sides, protected from the north winds.

The Cassia tree is multiplied either by seeds, sprouts, layers or grafts. New plants are set in place for good a year after having been sown, in a properly dug and

manured soil, at intervals of 2 to 3 yards in all directions.

The best results are obtained from plantations made against walls exposed to the sun. The young trees must be attached to props in order to keep the stumps straight and give a shape facilitating the gathering of the flowers.

A yearly pruning, usually made in March or April consists in cutting away the branches which held flowers the year before also the dead ones and the sprouts and also in giving the trees the shape of an umbrella. Fertilizers are given at the same time and then the plants are kept clean, surplus buds are nipped off, this helping the vigorous shoots and favouring the development of the buds.

Hoeings must be done in summer and immediately after the crop is finished the trees are protected with earth against the cold as the Cassia tree fears the frosts and would not resist to a temperature of five degrees under zero (centigrade).

A Cassia tree gives one to two pounds of flowers at its fourth or fifth years. The gathering, quite uneasy due to the thorns on the branches, is done in the morning, twice or three times a week. Allowing that the trees are set at seven feet from one another, there are about 800 in two and a half acres, with a crop of 1280 lbs. of flowers, and an average per tree of one and a half lb. However, the total production varies considerably. From certain sources of information, the total quantity of flowers treated in the Grasse factories stood, a century ago around 8000 lbs.

This figure rose to 200,000 lbs. in 1918, gathered on over 300 acres, which could still be numbered at this time. A recent study evaluates the quantity treated in 1949 at 2000 lbs. This figure is certainly quite near the reality as it is regrettable to note that lots of plantations, destroyed by hard winters have not been replaced.

There is in Provence a stronger variety, higher and more rustic, The *Acacia Semperflorens*, which must be well manured in Spring and irrigated in Summer. This tree grows at any exposures and gives two crops in the year, the first in Autumn, the other in Spring.

The treatment of the Cassia flowers was once made by the method of maceration in a specially prepared animal grease, or else in a neutral oil, such as petroleum white oil. The product obtained with this process, saturated at two pounds of flowers for one of grease or oil, either as perfumed oil or grease or extract, by washing the greasy perfume with alcohol. This extract, concentrated in vacuum gave the product delivered to perfumers as "Quintessence of Cassia."

The only method used nowadays is the process of extraction by solvents with which is obtained the concrete and, after treatment of the latter, the absolute of Cassia, which reproduces the exact flower perfume.

The output varies according to the variety of Cassia treated *Cassia Farnesiana* or *Cassia Semperflorens*, 190 to 230 lbs. of flowers to obtain one lb. of concrete. The price also varies according to the origin.

The Cassia tree which is an *Acacia* belonging to the family of *Mimoseas* (Leguminous plants) must not be mistaken with the tree commonly called *Acacia*, which gives also fine fragrant white flowers but whose real name is *falsa-Acacia* (in French *Robinie*).



The Cassia tree

Perfuming



Nail Lacquers

Perfumers are challenged to produce a compound to overcome the natural solvent odor, that will produce a pleasant odor in the bottle and leave an odorless dry film. . . . Problems with polyethylene bottles. . . . Other cosmetics

HENRY J. WING, Ph.D.*

IN 1916 the Northam Warren Corporation first started selling a liquid nail polish. This was an alcoholic spirit varnish which carried no color, but it did give a gloss to the nails without the need of long and tedious buffing.

Liquid nail polishes have passed through a number of changes in the past 37 years. At first a sheen was all that was required. Gradually colored polishes came into vogue. The first colors were not put out as part of the polish. The color solution was sold in a separate small bottle and the customer added more or less color to suit her individual taste.

The introduction of low viscosity nitro-cellulose lacquer made it possible to produce automobiles on a truly assembly line basis. It was not long after the introduction of these industrial lacquers that the idea of using them as liquid nail polishes was brought out.

This new liquid polish of 1922 produced a better gloss and lasted longer on the nails than the older spirit varnishes. At about this time the polishes were packaged in smaller bottles in order to make them available to a whole new class of customers—those who would buy cosmetics in the variety and syndicate stores. Nail polish pioneering in this field opened up a vast new reservoir of potential customers.

These first nitro-cellulose lacquers were not much different in appearance from the former spirit varnishes. They were clear and either colorless or in one of a few shades of clear pink or red. Liquid nail polishes of this type dominated the market for fifteen years and even today an important part of the sales of polishes are of this kind.

Opaque or Cream Polishes

About 15 years ago another change in the liquid polish was introduced. Clear polishes could no longer meet the demand for new and unusual effects. Opaque or so-called cream polishes began to play an important part. This opaque polish was formulated with organic colors instead of soluble dyes, together with white pigments such as titanium dioxide. Polishes of this type are now used by a great many women to color their nails to harmonize with their costumes or hair or match the lipstick which they wear.

The usual nitro-cellulose lacquers as cosmetics leave something to be desired from the standpoint of odor. It is true that many think of them as having a banana oil odor, but in general the odor is not particularly pleasing.

A number of companies have tried to overcome this natural solvent odor by means of the addition of perfume compounds or aromatic chemicals. The problem

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of finding an odorous material which will mask the odor of the solvents in the liquid polish is very difficult due to the volatility of these materials and their strong odor.

A much simpler problem is that of adding perfume materials which may not be noticeable in the liquid polish but which will remain in and scent the dry film. This has been done by a number of companies which sell nail polish.

The fact that the odor in the film is persistent has been a serious detriment. The manufacturer may find that his customers do not care to have hands which carry a more or less persistent odor or that the polish odor does not harmonize with the perfume which the customer uses. At any rate, perfumed polishes which leave a scented film on the nails have not enjoyed a very wide acceptance.

Problem to Obtain Agreeable Odor

A very real and ever present problem which the nail polish manufacturer would like to see solved is the problem of producing a nail polish which has a pleasant odor in the bottle and while drying on the nails, leaves a dry film which is odorless. The perfumer who is able to reach this goal should find a ready market for his compounds.

In order to market liquids of any type, it is of course necessary to package them in a container of a type suitable for the prospective market. Containers for liquid products may be as large as a tank truck or tank car or as small as a fraction of an ounce perfume or nail polish bottle.

Internal Pressure in Bottle

The volume of a given mass of liquid depends on the temperature. As the temperature decreases, the volume becomes smaller. If the liquid is warmed, the volume becomes larger. This expansion of a liquid with increased temperature has a very important bearing on the packaging of liquids of all types.

It has been found by experience that the pressure inside of a closed container never reaches excessively high values as long as a free air space is present unless the temperature is above the boiling point of the confined liquid.

It is often assumed that the pressure developed inside of a bottle by increased temperature is greater if a larger bottle is used. However, it has been shown, (Pressure in Bottles, H. J. Wing, Modern Packaging,

146, Jan., 1947) that the pressure developed does not depend upon the size of the bottle or dum, but upon the ratio between the volume of liquid and volume of free space above the liquid. Of course, pressure means the force per unit area. This, in turn, means that the total force inside of a large bottle will be greater than that inside of a small bottle. It therefore follows that a large bottle must have stronger walls if it is to withstand the same pressure as a small bottle.

However, if the liquid fills the bottle completely, either because it was originally filled that way or because of expansion due to an increase in temperature, then a very small temperature increase will bring about a very large increase in pressure since liquids are not easily compressed. This hydrostatic pressure increase may cause bottle breakage.

The liquid in the bottle does not need to be either particularly volatile or an organic solvent. Ordinary water, if used to completely fill a bottle, will easily break if the temperature increases slightly.

It has been found by actual measurement of the pressures developed that a safe filling procedure is to fill any container so that a free space of 6% remains above the liquid. This space should be exclusive of space occupied by an applicator or other attachment.

Allowing this proportion of free space will make it very unlikely that a bottle of liquid cosmetic will break when placed in a lighted show case or a sunny store window.

Overfilling is not a problem if the bottle is made of polyethylene instead of glass since the walls of these bottles will yield to pressure. But, the use of these plastic containers has introduced another problem since, in addition to being plastic and elastic to some extent, the polyethylene also acts as a semi-permeable membrane with respect to some types of materials.

Problems with Polyethylene Containers

As you all probably remember, in one of the usual experiments to demonstrate osmosis and semi-permeable membranes, the membrane, perhaps a piece of plain cellophane, is placed across the open face of a cell which is filled with a water solution of some substance such as sugar. The submicroscopic pores of the membrane are too small to allow the sugar molecules to pass through, although water may do so. If the cell of sugar solution is placed in pure water, water will pass into the sugar solution since the water concentration is lower in the solution than in the pure liquid. This increase in number of water molecules will be shown by an increase in pressure within the cell and is usually demonstrated by showing that the liquid in the cell will rise in a capillary tube attached to the cell.

Polyethylene is also a semi-permeable membrane. One thing which can pass through it quite easily is air. If a thin walled container of polyethylene is partly filled with water so that the gas in the free space consists of a mixture of water vapor and air, then after some time in the air, the container will have swelled up due to the diffusion of air into it in an attempt to bring the air pressure inside into equilibrium with the air pressure outside. This swelling may at times be found in the case of cosmetics packaged in thin walled polyethylene bottles.

Air transmission is not a problem in the case of plastic bottles of the usual thickness. Unfortunately, air is not the only substance which may pass through the polyethylene. Many aromatic chemicals and essential oils can also diffuse through this material. The diffusion may be due to oil solubility in the polyethylene and evaporation from the outside or may be brought about by actual migration through the micro pores of the polyethylene. Whatever the mechanism, the final result is loss of perfume strength of many cosmetics packed in polyethylene.

Challenge to Perfumers

A very real challenge is presented to the perfumer. This is the problem of giving the cosmetic manufacturer a perfume compound which will show a minimum loss through the wall of a polyethylene container. The smaller the package, the greater the problem, since the ratio of package area to volume of preparation is greater for a small package than for a large one.

One type of cosmetic which has found ready acceptance when packaged in the plastic bottles is the spray type of antiperspirant. The perfumer's problem is further complicated in this case since these solutions usually have a pH below 5. Under these conditions ester type perfume materials are subject to hydrolysis and consequent change in odor characteristics.

The complete problem is then one of producing a perfume compound which shows a minimum migration through the plastic bottle and a maximum stability in slightly acid water solutions.

It is said that at the present time the cosmetic most widely used by women of all ages is the lipstick. This cosmetic consists of a mixture of waxes, oils and coloring materials which carries a perfume compound designed to cover the natural odor of the basic materials and which, at the same time, must have a pleasing taste.

Perfuming Lipsticks

The perfuming of lipsticks is complicated by the fact that these are prepared by pouring the hot lipstick mass into a mold. This method of manufacturing means that the mass may be maintained in a melted condition for several hours before it is finally cooled in the form of the finished lipstick pomade. The perfumer, therefore, has the added problem of furnishing a heat stable compound which has a minimum volatility at the temperature of molding. The ideal would probably be a material as stable as dibutyl phthalate and having an odor as pleasant as that of attar of roses.

Sound Waves in Chemistry

SOUND waves may some day do the family wash. The laundering of clothes with sound pitched far higher than the human ear can hear was foreseen by Dr. Ernest B. Yeager, technical director of the Ultrasonic Research Laboratory in Wayne University, at the last meeting of the American Chemical Society's Cincinnati Section.

Ultrasonic waves, can be used to produce both physical and chemical changes in various materials," Dr. Yeager explained. "Examples of chemical reactions which are induced by ultrasonic waves are the forma-



Nail polish manufacturers face the problem of producing an agreeably odorous product which leaves an odorless film on the nails. The girl applying polish in photo above is Margaret Lindsay.

tion of hydrogen peroxide from water containing dissolved oxygen gas; the formation of chlorine gas from carbon tetrachloride and the modification of the chemical properties of plastics.

"Many future applications for ultrasonic waves are now being investigated in various laboratories, including the Ultrasonic Research Laboratory at Western Reserve University. Among them are the artificial aging of alcoholic preparations with ultrasonic waves.

"The real promise of ultrasonic waves does not rest so much in the chemical reactions which they can induce but rather in the physical changes which they can produce in chemical materials. High intensity ultrasonic waves can be used to prepare suspensions of various particles in liquids. This action is associated with the ability of sound waves to break up solids or liquids into particles so small that they remain suspended in water or similar liquids despite the force of gravity. Thus, it is possible to use ultrasonic waves to homogenize milk, to prepare paints, and even to suspend mercury, one of the heaviest metals, in water or oil. The production of suspensions of these types with ultrasonic waves is quite feasible on a commercial scale. Inasmuch as colloidal suspensions are involved in the manufacture of many chemical products, such applications for ultrasonic waves should prove very significant.

"While ultrasonic waves are capable of producing suspensions, under slightly different conditions these sound waves can also cause suspended particle to coagulate.

"Ultrasonic waves have also been used to obtain basic information concerning the properties of various chemical materials:—for example, the size of molecules and the way adjacent molecules interact with each other. Ultrasonic waves are now in use for the measurement of the viscosity of liquids such as human blood and the lubricating oils used in machinery."

Vitamin Cream

Footnote to articles on *Hormone and Vitamin Creams* by F. V. Wells in the January and February issues.

ONE of my close collaborators Dr. Irwin I. Lubowe, M.D., F.A.C.A., of New York City, has recently sent me the following communication:

In the metabolism of the epidermis, Vitamin A is essential to prevent excessive metaplasia and hyperkeratosis. The conditions in which the dermatologist believes there is a lack of Vitamin A are acne, keratosis follicularis, xerosis, ichthyosis, atopic eczema, seborrheic keratosis, keratosis pilaris, and glossitis.

Sabella, following studies of the topical application of Vitamin A on the skin of female rats, observed an average increase in the epidermal thickness to about twice the normal size. There was also a decreased rate of keratosis formation, and a decrease in keratin. The effect was entirely local. Control animals showed no significant epithelial alteration. When estrogenic substances were applied there was no noticeable histological change in the epidermis. When applied in conjunction with Vitamin A, simultaneously, estrogens did not neutralise the stimulatory effect of Vitamin A. My observations and clinical studies confirm these findings.

Vitamin A (10,000 units per gram), incorporated in cosmetic creams and lip pomades, was studied for its topical effect upon the skin and mucous membrane of rabbits and hamsters after continuous daily injection for a period of three to four weeks. Histological sections were made and similar increase in the size of the epidermis was noted, varying from two to three times above that of the normal tissue.

I also have been prescribing Vitamin A for topical therapeutic value in the treatment of acne vulgaris. This vitamin adjuvant has been combined in a foundation lotion containing sulphur, resorcin and a bactericide. A formula similar to the following has been utilised:

Vitamin A	1000 units
Sulphur	5 %
Resorcin	2 %
Terramycin	1 %
Zinc Oxide	
Talc	
propylene-glycol	
a a	q.s. ad 100

Neutracolor is used for making up the proper shades.

Vitamin A and D Ointment (White) and cod liver oil Ung. have been used by the author for many years in the treatment of fissures and ulcerations of the skin with excellent results, due to rapid epithelialisation.

Vitamin A is also being studied experimentally in many other cosmetics.

The chief difficulties encountered when using it are:

- 1) Stability of the Vitamin
- 2) Odor
- 3) Solubility

The use of the synthetic Vitamin A palmitate, and the proper incorporation of the glycol esters, help to eliminate obstacles 2 and 3.

Occasionally, in the treatment of acne in the young male adult, estrogen is added, by the addition of either stilbestrol or a natural estrogenic hormone substance.

Vitamin E (tocopherol) has been utilised in a lanolin petrolatum base for the treatment of myositis, and dermatoses involving the deeper collagenous tissues. The effectiveness of the tocopherols has never been clearly proven, although Ant and Steinberg are reported to have preserved written evidence as to their therapeutic clinical effect.

Wheat germ oil, which contains an active Vitamin E fraction, has also been incorporated as an antioxidant in the preservation of the Vitamin A and D oils, and also to prevent rancidity in vegetable and mineral oils.

All-Purpose Cream	
Vitamin A	100,000 units
Dupinol	1.0 cc
Sesame Oil	10.0 cc
Hydrophilic Ointment	U.S.P. q.s. ad 100
Vitamin A and D Ointment (Dermatologic)	
Oil of Rose	3 mm
Vitamin A	150,000 units
Vitamin D	50,000 units
Lanolin	10.0 cc
Hydrophilic Petrolatum	q.s. ad 100.0

This concludes the note received from Dr. Lubowe. His observations may well be compared with those of C. Doubleday (*Soap, Perfumery & Cosmetics*, March 1953) who has successfully used 2,000 International units of Vitamin A per gram of cream.

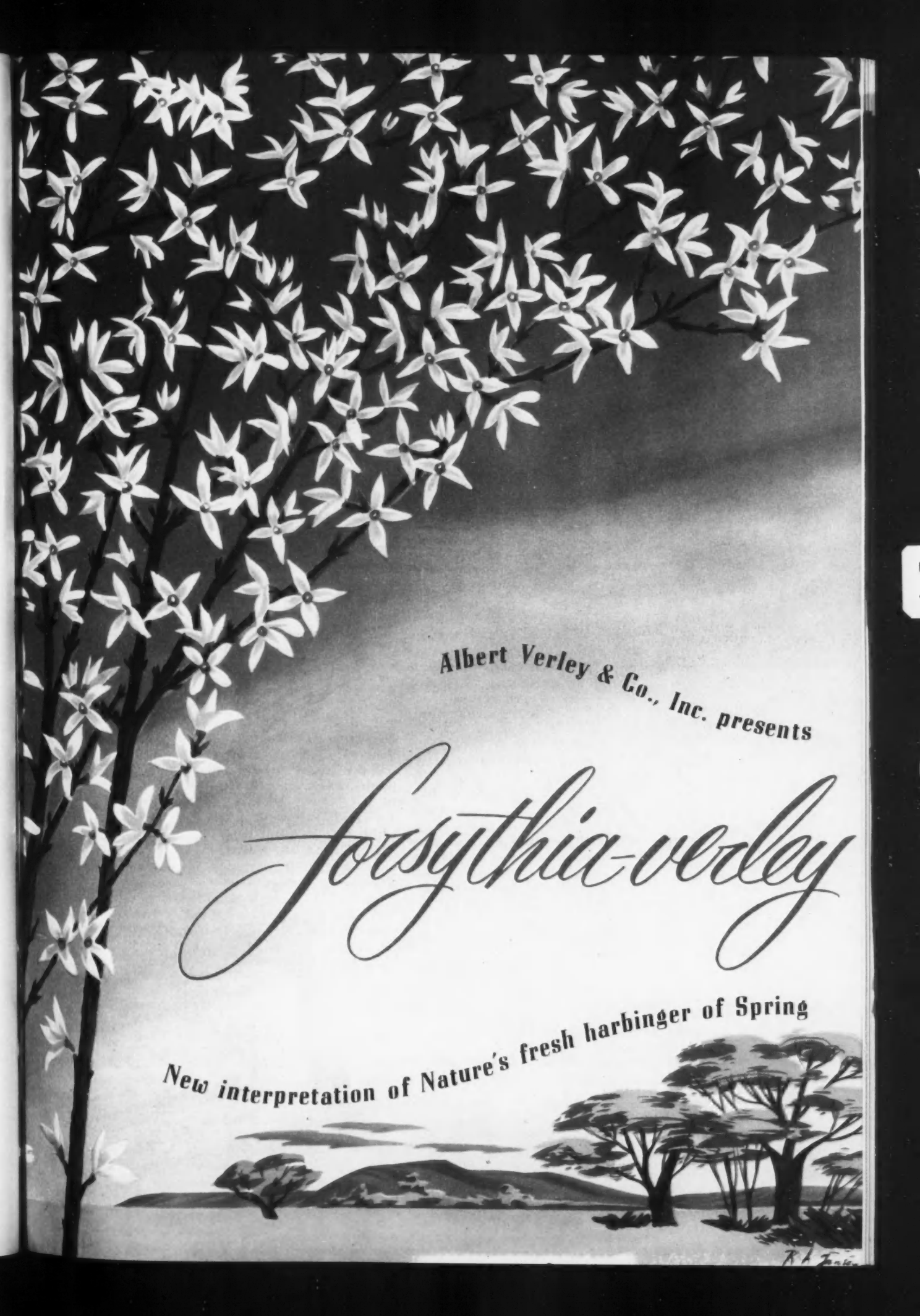
Driving A Hard Bargain

IT doesn't pay to drive so hard a bargain that a profit is not possible for both sides. Irving Bush, founder of the Bush Terminal Co. learned this when he was 25 years old and was building the first of six warehouses. The buildings were begun in the spring and it was important that they be ready in the fall in time for the cotton-storage season, which opens in September.

"In order to make assurance doubly sure," relates Mr. Bush in his book "Working With the World," "my lawyer prepared a contract that prescribed a penalty starting at \$100 a day for each day's delay beyond the agreed date of delivery, and increasing day by day as time passed. The contractor raised no objection and the agreement was signed. As work progressed it became evident that the buildings would not be finished on time. They might have been completed in time to be of substantial benefit during the first year, but the contractor realized that his profit would be wiped out by the penalty. He therefore decided not to hurry and to permit the penalty to mount until it reached proportions that would appear absurd in the eyes of a jury."

That is exactly what happened. Bush finally took forcible possession of the property, but lost most of the season's business. The warehouses were to cost \$150,000, half of which had been paid in, leaving a balance due of \$75,000. The contractor's penalty, however, was \$100,000, although Mr. Bush was represented by Charles E. Hughes, a U. S. Supreme Court justice but then a young lawyer, he received no compensation "because," as he says, "our lawyer had been too smart in drawing the contract."—William Feather.

Life should be fortified by many friendships. Friendships should be formed with persons of all ages and conditions and with both sexes.—Richard Bly



Albert Verley & Co., Inc. presents

Forsythia-verley

New interpretation of Nature's fresh harbinger of Spring



Forsythia-verley

by Albert Verley & Co. Inc.,
adds a refreshing Springlike note

EVER-POPULAR relative of the lilac and the privet, Forsythia, "the shrub of the golden bell," is a gift originally from the Far East.

Forsythia-Verley captures the delightful Springtime fragrance of the flowering shrub in bloom. This new creation can be used as a base for a new blend — or as is, for cologne, creams, lipstick, and other cosmetics. Its price is but \$16.00 a pound.

Try Forsythia-Verley in your most significant formulas — and observe how easily you achieve new, interesting effects. Write for working sample.

Watch for this!

So that perfumers can see at once why Forsythia-Verley truly deserves consideration, we are mailing them copies of this magazine page impregnated with the fragrance. (Postal regulations forbid impregnating a page when it is bound as part of a magazine.)

If you haven't received your copy by the time you read this, or shortly thereafter, please write us for one.

ALBERT VERLEY AND CO., INC.
472 W. Superior St., Chicago 10, Ill.
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WHAT THE RETAIL BUYERS REPORT

Middle West Looks Forward to Top Sales of Men's Goods for Father's Day

JEAN MOWAT

Chicago—Shave clinics for men, complete with toiletries, and beauty clinics for women have characterized the first of the spring promotions in the Middle West.

Older Women as a Market

One of the swanky homes for the older women has installed a beauty salon, and other women in other homes are highly envious.

This is an age group that is constantly growing and while a great many of these women have sufficient income to live as they please, most of them have not changed either their powder, cream or fragrance since they were being courted. This is a group, say the buyers, whom the makers of cosmetics have completely overlooked.

This field requires definite cosmetic types: a good cleanser, a good oil base cream for night or daytime use, and instructions on how to apply a powder base and powder.

What needs to be done, cosmetic buyers point out, is to have the powder mixed to the exact tint of the natural skin, minus any make-up, and then it does do something for the fallow skin.

Also required is the right tint of rouge, and instructions so that the customer won't paint herself into a faded "doll" trying to look 25.

Some houses are recommending a fragrance for use after the shampoo and this is catching the fancy of some women.

Calendar of Events

Coming up for the retailer to use to better advantage than ever is Mother's Day when a full assortment of fragrances will be offered by leaders in all major stores. Summer colognes will be exploited. Then comes Father's Day and with it a promotion that can exceed any ever offered, for there are more men accepting the newer items than at any time, buyers across the Middle West assert.

These are important but the one outstanding gifting period is gradu-

ation. There are more sets of men's cosmetics sold then than at any other time. This year the sale will be even larger for there are so many more men being called into service and the first gift is a service kit, and then refills that keep going to the various countries. This business has not yet amounted to that of the war years, but it is closely approaching it.

There is also much bridal business available for April-May sale.

New Scent

A new fragrance has arrived in Chicago, accompanied by extensive promotion. Featured as Hartnell 1st, and developed by Normal Hartnell, British couturier, it has already had a sell-out. With a woody fragrance, and a base of jasmine and

Demand for creams, lotions, hair goods, miniature and travel packages mark opening of spring sales.

Graduations, Father's Day are expected to set a post-war peak in men's lines sales.

Older women present a growing, fertile field for specialized cosmetics.

rose it carries the fragrance of the English formal gardens in early spring. It is the type of fragrance that has a feminine quality and is ideally suited for a Middle West summer.

Demand for Travel Kits, Hair Wave Goods Mark Easter, Early Summer Sales

LEE MCKENNON

New Orleans—New Orleans not only is feeling the demand of local travel-buying, but tourists who have come here buy travel kits for their return home. Altogether, the stores report travel kits, plastic containers and miniature packages of cosmetics are already selling well.

Women like new curls for traveling and Easter, evidently. Permanent waving kits and refills are selling at high volume. Richard Hudnut's Deluxe Refill Kit containing Cream Wave Lotion, Cream Shampoo and Cream Rinse for \$1.50 has gone very well this month. Another hair preparation that has highly pleased the buyer is Beauty Sales' Shampoo Curl. The Shampoo Curl sold quite well when it was first introduced—then it dropped off. A local newspaper ad on the preparation seemed to spark a fine revival of interest and it has picked up beautifully, the buyer confides.

Another newspaper ad which drew an excellent response was the one carried for Revlon's Moon Drops. The buyer said customers re-

sponding to the ad, not only bought Moon Drops but also purchased quantities of White Sable to accompany the new preparation. Both are beautifully packaged which always is an aid to sales, the buyer commented.

It now seems Frances Denney has a preparation which may equal her Invisible Beauty Strap as a seller. Her Viva skin creme sold very rapidly following a local newspaper ad. The buyer was delighted with the response and hopes it will continue as it has with Invisible Beauty Strap.

Deodorant Spray Popular

Dorothy Gray's Atomist at \$1.25 is still selling very well. The buyer says customers like the convenient spray top and the liquid deodorant. The stick deodorant sold on the same counter is not moving so fast as the Atomist but the buyer says when hot weather arrives, the stick deodorant picks up in sales. Dorothy Gray's Hormone Hand Cream, the \$2 size for \$1, is still selling very well as are the two lipsticks for \$1,

although the buyer confided the latter item has some competition from other lipstick manufacturers who also have such sales.

Another bargain that women have carried away is the Marie Earle package for \$5, containing a \$5 size of Aralinn, and the smaller size Almond Lotion, Essential Oil and Freshener. Women are very happy with the kit and sales mount accordingly.

Creams Excellent

Another department store reports an excellent cream business this month. The buyer especially mentioned Barbara Gould's cleansing creams and night creams as moving very well. The same buyer mentioned that she is very happy with the sale of Everdry Plus deodorant. She says the fact that Everdry will not harm clothes or skin, and is advertised in this manner, seems to be a major point in its steady and repeat sales. Women do not like the thought of deodorants damaging their clothes and there

are many women with sensitive skin so the harmless factor is important to them—and Everdry labels emphasize it.

Treet Mint, an ointment for relief of swollen and aching feet, is selling in rapid quantities at one of the department stores here. The company has sent a representative to handle the first few weeks' sales and he is very busy. While he was introducing the cream, he had repeat sales. The buyer thinks this is an excellent field for manufacturers. Women seem to need a cream to soften the toe cuticle and relieve feet which have been subjected to tight shoes.

Max Factor's Creme Puff is selling very well in cosmetic departments and the counter display case with open containers of the product in various shades is an important item, one buyer thinks. Women stop to investigate and run a finger over the open cremes . . . it quickly adheres to the finger and gives an idea of how easy it is to apply.

Radio-TV Advertising, Promotions, Easter Demand for Hair Goods Ring up Sales

MARY LINN WHITE

Cincinnati—Smart advertising will send women into stores for a product whether they know the name or not. Sudden and immense demand for Lanolin Plus followed after Arthur Godfrey picked it up on his radio-television show. It is also pushed locally by a Ruth Lyons in an audience-participation radio-TV show, and the customers now come in saying, "I want some of that stuff that Arthur Godfrey and Ruth Lyons are talking about." McAlpin's salesgirls noted this particularly. A similar rush was mentioned at Shillito, which reported an unusually successful month in comparison to mediocre figures at other stores.

Reasons for the department's "luck" seemed to include: newspaper editorial mention of Bonne Bell's specials of the month; a price deal on "Indiscreet" cologne at \$1.95 for the \$4.50 size, mentioned in 100,000 bill inserts; Hazel Bishop's complexion and lip colors; Hudnut's Lite and Brite, and Coty's daily double, the last two being universally in demand.

Other Best Sellers

In spite of its unattractive package, Max Factor's Cream Puff continued to be much called for, and

some of this was already very satisfied repeat business. Its small size and \$7.50 price tag notwithstanding, the new Frances Denney "Viva" cream was a volume seller, apparently because of its promise to accomplish miracles in ½ hour. Both at Shillito and McAlpin's, Tip-On, the pencil-like container of nail enamel with a brush enclosed, gained new popularity after a bad start a couple of years ago.

Hudnut's Lite and Brite was not the only hair item that was hot: all hair goods from treatments and dyes to the new no-neutralizer home permanents were selling on the upswing since last month, apparently in preparation for Easter and the new bonnet. Lilt still seemed to lead the pack here. Also in preparation for Easter's fashion parade, apparently, many women were changing from red to pink liptones. Revlon's "Fire and Ice" promotion proved highly effective here. "How could ads like those fail?" one saleswoman asked.

Promotions planned included Rubinstein's jewel-top lipstick, Coty's new compact and lipstick, a visit by Rose Laird, and several other representatives (Dermetics' two girls with "beauty scope" and Barbara Gould's girl with "beauty double" worked out very profitably the past month).

Creams, Lotions, Hair Goods Top Sellers

JEAN ROBERTS

Dallas—Thanks to the March winds, creams, lotions and hair dressings were good merchandisable items and alert stores made use of these in their advertising.

Most department heads report good activity during the past month; at least as good, and sometimes better than last year. Most of these people are optimistic about the coming season which includes Easter and Mother's Day, the latter being the big promotion in this town.

Advertising Mostly in Newspapers

Advertising is being concentrated, for the most part, in the newspapers. Some time back, cosmetic departments began to use television and radio rather extensively, but the trend now is to leave these mediums to the national advertising and to depend locally on the papers and counter displays in the store. Clerks report that advertising on big nation-wide programs such as Arthur Godfrey brings in many customers asking for the product by name, but a few local spots are not worth the cost. Chain drugs, particularly, report a decided jump in Lanolin Plus after it was plugged on the Godfrey show.

Continuing generally the same promotion begun after Christmas, "beauty" is the emphasis in cosmetic advertising and editorials. Additional attention has been given to the new hair tints which can be washed out. One store reports that although it has not particularly pushed these dyes, sales are steadily increasing as more is said editorially about them and as more beauty parlors are applying streaks to their customers.

Spring and summer shades already are on the counters since cottons already are moving off the racks and spring is in the air.

Colognes are moving at a regular pace. Several stores plan perfume promotions in the next few weeks.

Heavy perfumes are not good sellers in this area; floral colognes move much more rapidly. Colognes for men have seen some good promotion and are proving good sellers. A recent ad of Dreyfuss & Son on Alfred Dunhill's aftershave and cologne with bottles personalized with initials got good results. Volk's had orders from an ad featuring Jacqueline Cochran's pre-packaged gift "Shining Hour" toilet water.

NEW PACKAGING and PROMOTIONS

DERMETICS is packaging 12 Place and Show Compacts (pressed powder) in a tray-like counter-unit for retail display.



Tray-like counter display

JOHN HUDSON MOORE CO. is distributing Sportsman shaving soap mugs of white china bearing any one of 12 hand-painted designs depicting an occupation, such as autoist, doctor, ice-man, etc. They are \$6.95 each. Also available are personalized shaving mugs, in any of seventeen designs, upon which a maximum of 18 letters may be inscribed in gold upon order. Three weeks must be allowed for the inscription. The mug, with the soap, retails for \$8.50.

GIFT-PAX, the merchandise sampling service, is expanding its scope to include cosmetics and grooming aids in addition to its present list of food and other products for babies. The package provides sampling of products and literature about them to mothers of new babies in hospitals. In each case the hospital co-operates fully in the distribution and approves all the items in the gift package, which may number a dozen. Gift-Pax is said to be operating in 1,300 hospitals in the country, with some 100,000 gift packages distributed monthly. Current advertisers include Bristol-Myers Co., Colgate-Palmolive-Peet Co., Johnson & Johnson, Lever

Brothers, Personal Products Corp., Procter & Gamble Mfg. Co., and Standard Laboratories.

PALMOLIVE has revived its old "schoolgirl complexion" theme in an advertising campaign featuring testimonials from attractive college girls, with headlines declaring: "100% Mild Palmolive Soap Helps You Guard that Schoolgirl Complexion Look."

LENTHERIC's "For a Very Important Person" package features a 6 oz. aerosol of Close-Up Brushless Lather Cream and a 5 oz. bottle of Men's After Shave Lotion. The set is \$2.

BRISTOL-MYER PRODUCTS DIV., following successful sectional tests of Tru-shay Hand Cream has started national distribution. Packed in an opaque glass jar the price is 49 cents.

D'ORSAY will introduce a new fragrance, Fantastique, in the fall.

TUSSY COSMETIQUES will present five fragrances, including the new scent, Lilac, at half price during its annual summer cologne promotion. From May 11 through July 3 the regular eight ounce \$2 size will sell for \$1.

HARRIET HUBBARD AYER's Luxuria face powder comes in a new "Can't



Cellophane-covered powder box

Spill" box. Pulling a string opens a cellophane cover around the rim of the box. The \$1.25 package comes in eight shades.

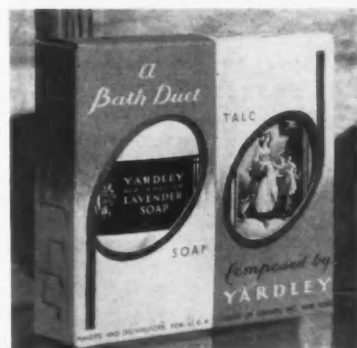
BOURJOIS presents three new combination spring packages, featuring a flower print motif. Two bottles

of cologne sell for \$1 together, three Liquid Sachet Perfumes are also combined at \$1, and two cologne sticks also retail for \$1.

SHULTON, INC. offers a gift set of Old Spice After Shave Lotion (2 1/3 oz.) and Talcum (1 3/8 oz.) with shaker top in a bright red chest-like package at \$1.

WHITE KING SOAP CO. is introducing Scotch Foam Action cleanser with an advertising campaign in 11 western states following local market area promotions. Advertising offers "Buy 2 . . . Get 1 Free" and carries a clip-out coupon redeemable at stores.

YARDLEY bath duet features lavender scented English Lavender talc and soap. The combination retails



Yardley's Bath Duet

for \$1, 20 cents below the combined individual purchase price. Music note die-cuts on the pale green and white box reveal the products; gold screened music notes decorate the top and sides of the package.

POND's new Angel Face powder-foundation shade is Golden Angel. Four-color full page ads in the July issues of five national magazines, television advertising, and a publicity campaign will send it off on its summer sales. Dealer aids include a full-color easled display.

PALMOLIVE After-Shave Lotion gift-packaged in a gold-colored aluminum foil carton for Father's Day trade sells for \$1.



Wrisley line coordinated

WRISLEY SOAPS AND TOILETRIES offers a coordinated promotion program for dealers. It includes cooperative advertising mats and counter cards, special display stands, statement inserts for stores, a training film for sales girls, a sample box of six bath items for the latter, and samples for store distribution to customers. National advertising in April and May issues of five national magazines will reach an estimated 18 million readers.

REVLON PRODUCTS CORP. has launched an extensive national advertising and promotional campaign to introduce its new lipstick and nail enamel color "Everything's Rosy." As a tie-in, Harper's Bazaar's April issue features an "Everything's Rosy" section. The campaign also features contests to pick an "Everything's Rosy" girl. Match Box sells for 60 cents, lipstick for \$1.10 and Nail Enamel is 60 cents.

WOMAN'S HOME COMPANION's April issue features a two-page spread on perfume, suggesting a wide range of trade-marked scents. It is illustrated with full-color reproductions of the products mentioned.

ELIZABETH ARDEN is introducing a new spring shade, Pink Perfection, in lipstick, cream rouge, and nail lacquer. Lipsticks also come in a deeper hue of the same shade, Pink Perfection Plus.

KINGS MEN, LTD., in its 1953 merchandising contest, will award a total of \$7,500, with quarterly distribution of awards. Competition will be on a store wide basis, with awards going to stores having the largest percentage sales increase over 1952 and the best display of Kings Men merchandise. The firm is currently distributing 125 cash prizes totaling \$5,500 in its 1952 merchandising contest.

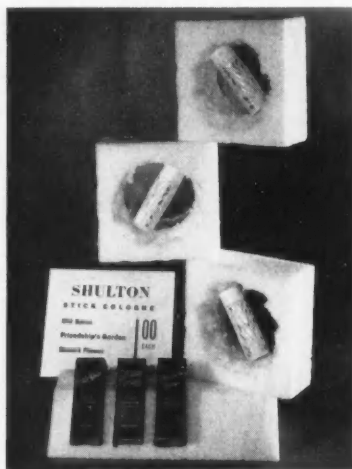
CIGOGNE, INC. offers a free miniature bottle of Sortilege Parfums with every 2 oz. bottle of Essence de Sortilege at \$2.50, and a gift package of

the one-gram size of Sortilege Parfum at \$3.50.

LADY ESTHER, LTD. has launched what is claimed to be the largest hormone cream advertising and promotion campaign for its low-price hormone cream innovation. It includes a \$500,000 consumer advertising campaign. The Estrogenic Hormone Cream containing 10,000 units per ounce, is priced at \$1 for a two-ounce size jar and 59 cents for one ounce. The national kick-off followed a six-months test market campaign.

DOROTHY GRAY is adding a gift set of dusting powder and 2 ounce cologne to its Wedgwood fragrance line. The set is \$5.

SHULTON, INC. will use styrofoam blocks in its summer displays of its stick colognes. Designed for either counter or window space, three blocks each holding a stick case, are held on top of each other by a verti-



Interchangeable styrofoam display

cal rod which allows the blocks to be moved about in any direction.

GERMAINE MONTEIL is introducing two new pastel shades in its Anatome Fluid Make-up, containing estrogenic hormones; Iveroy and Naturelle. Prices are \$5 per 1 oz. and \$8 per 2 ozs.

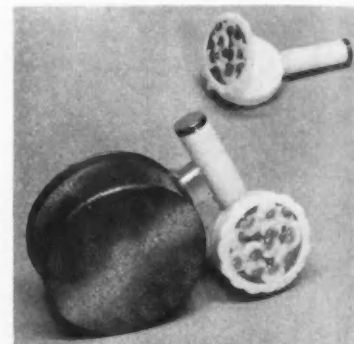
PRINCE MATCHABELLI will introduce a new perfume, Wind Song.

HELEN NEUSHAEFER's new spring shades in indelible Everon and regular formula lipsticks and nail polish with Plasteen are Gaiety, Joy and First Lady Pink. The nail polish sells for 10 and 25 cents, the lipstick for 39 and 59 cents.

PERFUME DISTRIBUTORS, INC. has expanded the Rigaud line in the U.S. with the following items: Un Air

Embaume perfume, ranging in price from \$3 for 1 1/6 oz. to \$27.50 for 1 5/6 oz.; and Un Air Embaume cologne in a 4 1/6 oz. size at \$7.50.

COTY is distributing toned-down shades of Air-Spun powder and Sub-Deb lipstick for spring selling. The lipstick is described as lustrously indelible and fortified with vitamins. Its Cream Powder Compact, at \$1.25, also features new "muted"



Coty's Air-Spun vanity with lipstick

shades. An Air-Spun double consists of a vanity shaped like a miniature hand-mirror in white plastic, holding cream powder cake and a full-size Sub-Deb indelible lipstick in the handle. It comes with every box of Air-Spun face powder. The combination is \$2.

TONI CO. has scheduled the heaviest advertising budget in its history for this year, with emphasis on television and radio, but with national magazines and newspapers also included on its schedules.

BRISTOL-MYERS PRODUCTS DIV. is promoting Ammens Medicated Powder for skin irritations, prickly heat, sunburn, etc., in a special family pack of two cans at 69 cents. The deal is backed by television, advertising in 21 magazines, and nearly 4 million lines of newspaper advertising.

SHULTON introduces Old Spice Smooth Shave of the instant lather type in aerosol container, with a Shulton designed non-leaking closure for traveling, using a knurled turning cap to regulate flow. Six ounces sell for \$1.

JOHN ROBERT POWERS' cosmetics are being demonstrated by a group of models.

YARDLEY has designed a Mother's Day package around a 2 3/4 ounce bottle of English Lavender. The bottle comes with gift card and a small sprig of artificial flowers under an acetate cover. It sells for \$1.75.

PARFUMES CHARBERT, INC. offers "3 Star Cast", a combination package of a 1/4 oz. bottle of perfume, 1/2 oz. fluid perfume sachet, and a 1 oz. bottle of Eau de Toilette, described as a \$7 value, for \$3.

REPLIQUE PERFUMES distributes an unbreakable purse size flacon of Replique Perfume at \$3.75.

MILLOT of Paris is marketing Crepe de Chine Poudre de Toilette in the U. S. The 16 oz. package sells for \$6.75.

SCHIAPARELLI, INC. is introducing a new spring lipstick shade, Spanking Pink, in an enameled case at 75 cents.

BONNE BELL will introduce a new suntan lotion, Sure Tan, in a plastic bottle.

DOROTHY GRAY offers a limited time half-price special in colognes starting May 1. Eight ounces of any one of five fragrances sell for \$1.

HOUBIGANT introduces Foam Bath Essence, a bubble and bath oil perfume combination. A four ounce bottle retails at \$3.

POND's offers a wood and masonite combination self-service unit, holding 18 pieces of Angel Face powder-foundation. A special silk screen strip shows the exact shades.

DOROTHY GRAY has readied a new Treasure Twins package, introducing a new lipstick shade called Queen's Taste, for spring selling. The jewel-topped Super-Stay lipstick is accompanied by matching purse-size Wedgwood perfume, together in a satin pouch. The pack-



Dorothy Gray's Treasure Twins

age will retail for \$3.50. The lipstick alone will sell for \$1.50, or in a standard brass case for \$1, matching cream or dry rouge will sell for \$1.25, and Queen's Taste Super-Stay Nail Polish will sell for 75 cents.

RICHARD HUDNUT has added Marvelous Shampoo to its line of hair preparations. The eight-ounce size sells for \$1, the four-ounce introductory size is 60 cents.

RICHARD HUDNUT offers Dubarry Penetrating Balm with hormones. A 2 1/2 oz. plastic container retails at \$2.50.

LEVER BROS. CO. is reported to be readying an extensive promotion for a new kind of Lifebuoy soap with "Puralin" to compete with other germicidal soaps.

HIRESTRA LABS., INC. is offering its \$2 Endrocreme Cleansing Cream as a special at \$1.25.

LENTHERIC has entered the aerosol-type "Brushless Lather Cream"



Lentheric's aerosol lather cream

competition with Close-Up. A can containing six ounces, sufficient for at least 30 shaves, sells for \$1.

WOLFF FRERES is launching a new fragrance series, Frisky. Perfume ranges from \$1.50 to \$5.50; colognes \$1.50 to \$8; and bath powder is \$2.50.

FABERGE is promoting Straw Hat at prices ranging from \$5 to \$50 for the perfume; \$2 to \$10 for the cologne; and the bath powder at \$2 and \$3.50.

GERMAINE MONTEIL is introducing two new pastel shades in its Anatomie Fluid Make-up, containing estrogenic hormones; Iveroy and

Naturelle. Prices are \$5 per 1 oz. and \$8 per 2 ozs.

COTY is distributing Fragrance Shampoo, a liquid shampoo in five scents, exclusively through hair-dressing salons at \$1.50.

CONSOLIDATED COSMETICS, in behalf of Lanolin Plus, sponsors the opening quarter-hour of "Arthur Godfrey Time" over CBS radio and television on an alternating schedule.

KELLY PRODUCTS CO. offers Steno-Creme Waterless Hand Cleaner for office workers' use, described as a waterless, greaseless rose-scented hand cleaner with lanolin, to remove ink, including mimeo inks, carbon and ribbon smudge, glue, lipstick, grease, nicotine from fingers, and all general office dirt, without the use of water. A 2-ounce jar sells for 62 cents, and a 4-ounce jar for \$1.

MARCELLE PHARMACEUTICALS, a new division of Marcelle Cosmetics, Inc., is distributing an all-purpose ointment base. It is described as a fully formed cream ready for use, greaseless and non-staining, readily miscible with both oil-soluble and water-soluble drugs and will take up to 500% additional water.

HARRIET HUBBARD AYER's Mary Brown has written another smoothly flowing release, this time on "Twilight Beauty", with make-up hints for those in the forties and fifties.

GOURIELLI is reported to be preparing for the introduction of the world's most expensive perfume this fall.

BOUJOIS offers its Evening in Paris in three combinations for spring selling. Two's Company features a bottle of the cologne and cologne stick (\$1 instead of \$1.50); Cool, Crisp and Clean features Cool cologne stick, travel size Crisp toilet water, and Clean deodorant stick (\$1 instead of \$1.75) and Double Take features toilet water and talcum (at \$1 instead of \$2).

Bourjois combinations





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The Editorial - "WE"

Perfume Ad Value Queried by Researchers

WE sat at the luncheon meeting of the Fragrance Foundation recently, and heard a report of an investigation into the perfume buying and using habits of women. This report, given by Miss Mary Bailey, supervisor of consumer research for Richard Hudnut, bears close examination. Without denying the value of all such studies, and particularly those conducted in the field and not by means of armchair strategy, we are inclined to believe that entirely unwarranted and in fact dangerous conclusions may be drawn from Miss Bailey's report. First, to state the facts, a survey of 300 women was made, utilizing written questionnaires and personal interviews, and the results seem to indicate that only a negligible number were interested in packaging when purchasing perfume for themselves, and a small number, some 13 per cent, when purchasing it as a gift for others. Publicity, it was found, both direct advertising and other, was responsible for a choice of a given brand in only 4 per cent of those buying for themselves and about 11 per cent of those buying gifts for others.

Now, it hardly seems likely that large advertising budgets are going to be slashed as a result of an interview of 300 women, and that the lovely double-page spreads will disappear from *The New Yorker*, *Harper's Bazaar*, and *Vogue*. The number of people seen and written to was too small, for one thing; and the male sex, responsible for a great deal of the perfume gift purchasing, was entirely omitted from the study. Certainly no one will contend that these men purchased perfume for their wives, sweethearts, and mothers because they had used the brand themselves and liked it. In fact, few bought it after smelling at the counter.

They chose a particular brand, we suspect, because they had seen it at the home, or its name had been mentioned to them, or the total effect of advertising, publicity, packaging, and other factors had made an impression on them.

We would tend to view the methods of Miss Bailey with skepticism, however, because they fail to take into account, so far as we know, the element of human frailty which such diverse workers as Gallup and Kinsey have studied when conducting their interviews. No woman is going to admit that she purchased a given perfume for herself or even for a friend because she liked the way it was packaged. She will be reluctant to confess, not only to an interviewer but even to herself, that she made the purchase because she was convinced by some advertisement. She wants to believe that she bought a given brand because she loved the fragrance. The task of the advertiser is to create such a favorable impression for that particular fragrance that she will have confidence in it, will believe in it, will be prejudiced in favor of liking it before she has taken the first whiff. The studies by Miss Bailey indicate, in our opinion, not that advertising, publicity and packaging have failed, but rather that they have succeeded so well that the consumer is not even conscious of the motivating reasons for her purchase.

S. C. C. Confers an Honor on T. G. A. Vice President

AS we go to press, the announcement has just been made that the Society of Cosmetic Chemists at its forthcoming May meeting will confer an honorary membership on Stephen L. Mayham, executive vice president of the Toilet Goods Association. Mr. Mayham, a former editor of *The American Perfumer*, is too well known for it

to be necessary for us to add a word to the honor he is receiving. We extend our heartiest congratulations.

We Hope Their Success Goes to Their Heads

IN this era of careful claims of cosmetic advertisers, we must say that we will watch with utmost interest "Hayr-Application," the new product being offered by Hayr Chemical Co., which is said to grow hair even on heads that have been bald for years. We certainly hope that this product hits the spot—that is, the bald spot. Baldness is the one area in cosmetic research in which there has been an ever-widening gap—in fact, an empty space. Some of the best heads in chemistry have been close to this problem, but nothing has come of their efforts. We wish the company, and its president, Phil Kalech, speedy results—and considerable growth. It is said that the product was tested on several hundreds of cases, and that there was success with every one of them. These claims were made after considerable reflection, but nevertheless they do sound hair-raising!

Cosmetic Firms Turn to Movies

ALTHOUGH the cinema has been widely used by industrial firms generally and by chemical and pharmaceutical houses, there has been only rare exploitation of this powerful medium by cosmetic companies. There comes to our attention at this time two notices of interest. Coty is releasing three educational films, and Helena Rubinstein has made a perfumed motion picture. The Coty films cover perfume, the science of beauty, and the use of vitamins in beauty products, and are entirely non-commercial, containing no references to Coty or to its products, and having no advertising message. They can be shown on television, in stores, at clubs, in schools, and wherever there is an interest in educating the public. At the same time, Helena Rubinstein announces "Apple Blossom Time," which includes, we read, an exciting sequence called "Scentorama," claimed to be the first perfumed motion picture film. Actually, as some historians of fragrance are likely to suggest, there have been scented motion pictures before, notably one shown at the New York World's Fair in 1939. But the use of movies with a synchro-

nized release of fragrance for a commercial product seems to be the best and most likely exploitation of this idea. Coming upon the heels of the announcement of the Coty films, it looks as though cosmetic executives are finally awakening to the existence of the motion picture as a powerful promotional medium.

A Pessimistic Report On Economic Outlook

THE business outlook, finds Louis Schneider, economist and commentator, is not too rosy. There were "economic recessionary tendencies" throughout Western Europe during the last year. Production was stagnant, foreign trade was shrinking, corporations with large inventories are preparing for big write-offs, and there are economic complications as a result of "commodity deflation" in many countries, including the U.S.A. In our own economic simplicity, we see employment at an extremely high level, evidence neither of runaway inflation nor of serious deflation, and constant increase of production facilities. Perhaps we are just wallowing in a morass of wish-fulfillment. But Mr. Schneider's pessimism seems based on isolated instances, and not on a panoramic view of the American and world economies.

Intelligent Management Can Avoid Difficulties

MORE important, however, than the crystal-gazing of professional and amateur economists is the advice of those who would do something about a situation, and not be content with allowing that situation to do something about them. Time was when economic cycles were considered like storms and tornadoes. They took place, and nothing man did or could do would change their pre-ordained course. Now, if we do not prevent storms, we can at least bring the rain when required, and even the storm is predicted so that we prepare for it. This is brought to mind not only by the remarks of Mr. Schneider and our own comments above, but by reading a talk given by Leo M. Cherne, Executive director of the Research Institute of America. "Economic difficulty," says Mr. Cherne, "can yield to the kind of intelligent management, planning, and guidance which are being pursued by many foresighted companies throughout American business today."

No Easy Road For Fair Trade

THE admonitions that have frequently been issued by the Bureau of Education on Fair Trade, and that have been echoed in these columns, are called to mind in a review of the fair trade picture issued by the Bureau. "Substantial victories, hard setbacks, and misimpressions" are emerging at this time, the report indicates. These range from a decision in the Supreme Court of Georgia holding that the state fair trade law is unconstitutional, to several favorable decisions in other courts, including injunctions against Schwegmann Brothers. Greatest encouragement, in our opinion, can be derived from a report that comes from a non-judicial source, namely the Senate Small Business Committee. In its annual report for last year, this committee has taken the position that the McGuire Act was a help to small business in its competition with big business. Although this comes as no surprise to the numerous fair trade proponents, it is an effective reply to many opponents who, with typical irresponsibility, raised the question of the decline of small business enterprises in a manner to suggest that fair trade would be a deathknell to them. History itself has given the answer to this argument.

What Can Be Done About Returned Goods?

"HOW was the Christmas business?" people ask toward the end of January and the manufacturer says, "We'll know in another month, when the returns have all come in." The problem of returned goods is a serious one, both to manufacturers and wholesalers, on the one hand, and to retailers, on the other. It would seem to us that there is a need for a serious industry-wide cooperative effort to evaluate the situation and to offer means of relief. An association of wholesalers urges that the latter establish a "firm policy on the handling of returns and publicize this policy not only to members of their own organizations but also to their customers." But just what this policy should be, no one seems to know. The handling of returns is expensive, labor-consuming and time-consuming, and much of the merchandise is not quite spotless enough to permit reshipping elsewhere. Without suggesting that we

can offer a panacea—and we wish we could—we believe that the problem must be faced through the joint efforts of retailers, wholesalers, and manufacturers. If these three sectors can realize that their interests coincide rather than conflict in this matter, we believe progress will be forthcoming.

Fred Firmenich, Leader of Industry

WE join with friends in Switzerland, the United States, and elsewhere throughout the world in mourning the death of Fred Firmenich, who until his retirement a decade ago was active head of the famous company that bore his name. Leader in the synthetic aromatic chemical industry, builder of the Firmenich company, this is the man who, more than any other, can be credited with having sponsored genuine research in perfume chemistry. The many publications, patents, and studies conducted by his company were a tribute to his farsighted leadership. The active leadership of the company has been in the hands of younger men for many years, but Fred Firmenich as a human being will long be missed.

Male Buying Habits Will Be Scrutinized

WE learn with considerable delight that the human male is to be studied to determine what he buys, why and when he makes the purchase, where he goes to do the buying, and how much money he parts with. A project for the study of all aspects of men's buying habits has been undertaken by the Advertising Research Foundation. Publishers, advertising agencies, and manufacturers of liquors, tires, and other products have formed a group to investigate the buying procedures of men. This is a note worthy project, and we wish it full success. It would seem quite apparent, however, that light industry, including cosmetics, should not be overlooked. Certainly shaving accessories can hardly be excluded from a serious study of this type. Furthermore, the extent to which men purchase goods, gift and other, for their wives, sweethearts or lady friends, would seem to us to be within the scope of such an investigation. We hope that the soap, cosmetic, perfume, and allied industries will not find that their products were overlooked during this study.



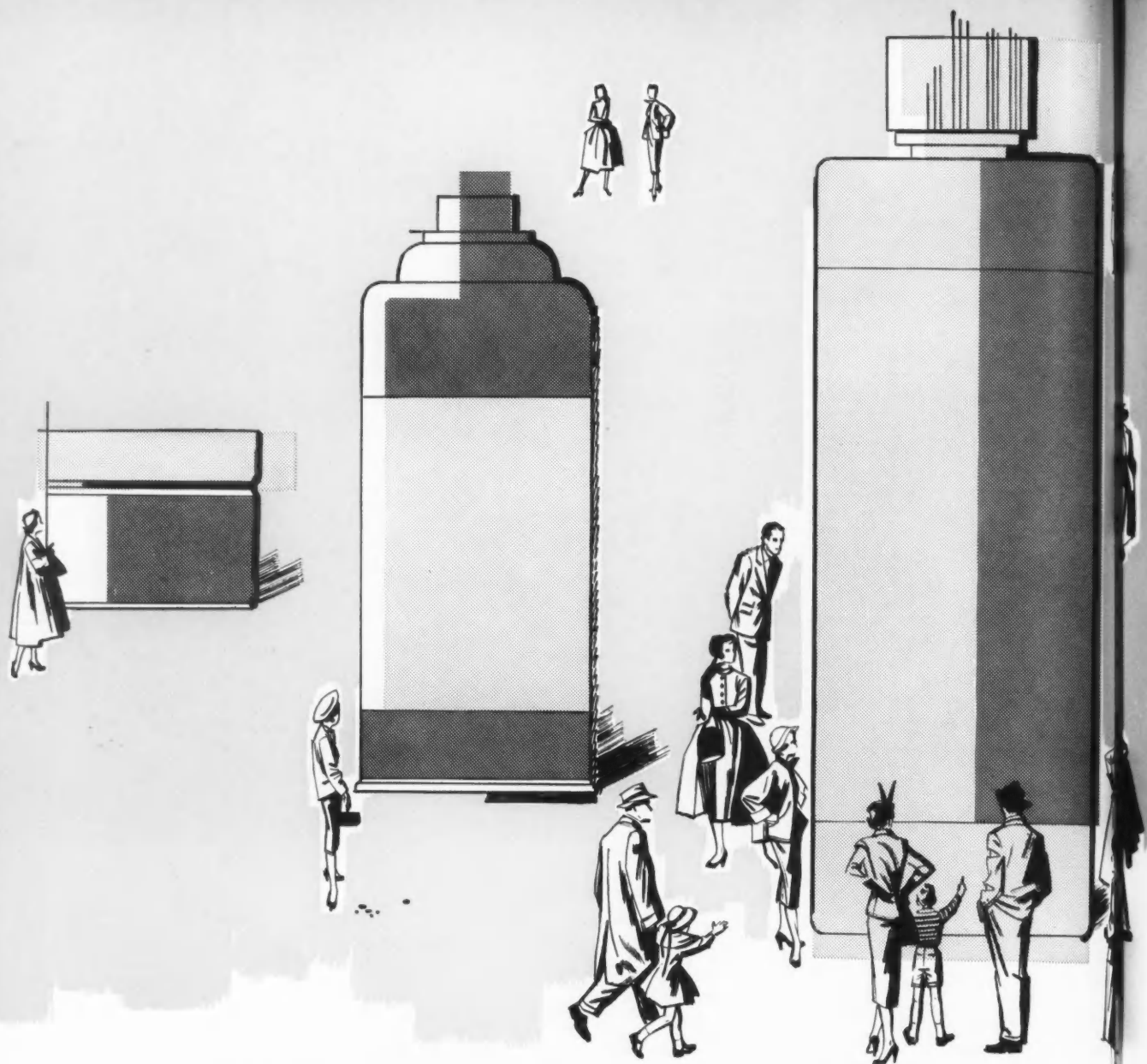
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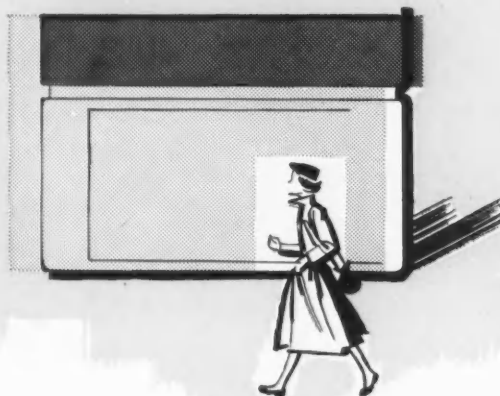
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New Products and Developments

Heavy Duty Dehumidifier

For removing excess water or moisture from the air of enclosed spaces in laboratories, industrial plants or where increased air drying or protection from moisture damage is needed, a heavy duty electric dehumidifier to sell at about half the cost of conventional air drying equipment is offered by the Air Conditioning Div. of the Remington Corp. No chemicals, ductwork or air outlets are required. It is available in two capacities.

Hand Polariscopes

A new hand polariscopes for detecting strains in chemical glassware and for the determination of axes in crystal formations is offered by



Hand polariscopes

the Pacific Transducer Corp. at a moderate cost. The polarizer is fixed in one end of the frame. The analyzer is rotatable through 180 deg. in the other end of the frame. There is a 3 1/4 in. space between ends for the subject under examination. The filters are made of 3 in. scratch resistant polaroid.

High Molecular Weight Ketones

Experimental samples of a series of new high molecular weight unsymmetrical ketones developed by Armour & Co. may be obtained for research and development. The ketones are methyl heptadecyl, methyl undecyl and methyl heptyl. It is expected that other members

of the series may be added later. It is believed that the ketones have useful applications as chemical intermediates, solvents, lubricants and plasticizers.

Industrial Relations Help

To help employers with personnel and industrial relations problems, Management Service Publications Inc. offers a package service. For \$40 per year it answers questions by telephone or mail to all subscribers on collective bargaining, government regulations, wage practices, training programs and labor trends. Practical advice is given to employers who want ready answers and do not have personnel specialists, research departments or consultants to help them on these problems.

New Chemical Marketing Service

As a means of solving the problem of those seeking chemical marketing information on "where to find it" Foster D. Snell Inc., 29 W. 15 St. New York 11, N. Y. offers the CMR File Summary to market researchers everywhere. The file summary is compiled from Snell's monthly chemical abstract service. Their report includes information on who-said-what-about-what-chemical, chemical company or chemical consuming industry in the hundreds of periodicals that publish news of a marketing nature about this industry.

Black Light Inspection Lamp

A new high intensity portable black light inspection lamp is announced by Ultra Violet Products Inc. for use in scientific laboratories. Considerable progress has been made recently in the use of long wave ultra violet (black light) for industrial analysis and inspection applications; and it seems inevitable that ultra violet eventually will be used more extensively in manufacturing than it is today in the laboratory. In combination with invisible fluorescent inks, dyes or powders the lamp may be used for the determination of flaws, adulteration, decay or contamination and



Portable black light inspection lamp

for the improper coverage of protective coatings. Many substances like oil and various types of decay bacteria fluoresce naturally without additives.

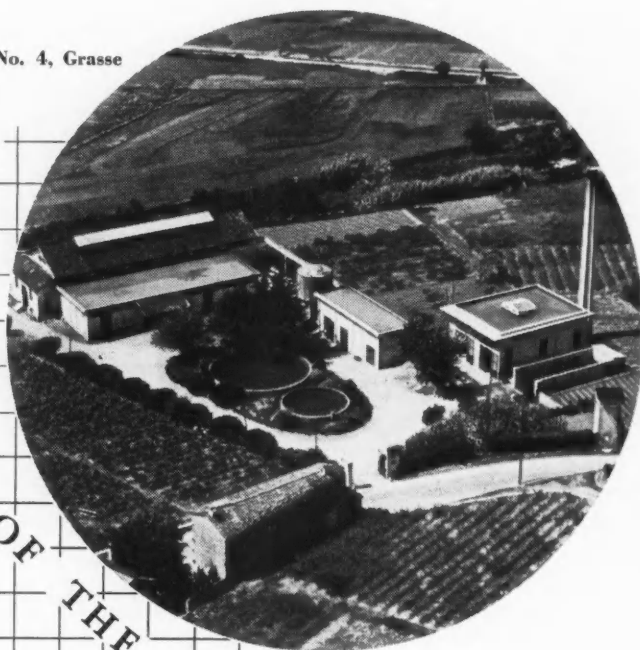
Trade Literature

Information on new European chemical product and process developments are discussed in the latest issue of Chemonomics, published by R. S. Aries & Associates.

Rectification des Vieilles Huiles Essentielles by A. Neybergh, consisting of 36 pages has been issued by authority of the Belgian colonial ministry. It is an extract from the agricultural bulletin of the Belgian Congo. The useful work may be obtained by writing to the author 18 Ave. Mutsaard, Brussels, Belgium.

The latest Dechema Discussions published by Dechema, Frankfurt am Main, Germany contains 71 pages and has 73 illustrations. The discussion which was started in a previous number entitled "Laboratory Technique of Distillation and Rectification" is continued in this number. The aim of the discussions is to eliminate unnecessary research through the literature available on any subject and to furnish surveys in these respective fields.

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Substitution of Fats in Soapmaking

Restricted range of fats within which substitution is possible without noticeably affecting the quality of the soap . . . Inclusion of low priced greases in good quality formulations is disastrous

PAUL I. SMITH

OF increasing significance to soapers is the question of fat substitution which is so often dictated by price or supply. Generally speaking it can be said that there is a certain restricted range of fats within which substitution becomes possible without noticeably affecting the quality of the soap. Even so, the quality of well advertised trade-mark soaps, particularly toilet soaps, is extremely sensitive and variations have to be fairly closely controlled. With non-trade-mark soaps, substitution of raw materials becomes somewhat easier to effect as manufacture is based on a price rather than a quality basis.

The principal fats used in soap making today include inedible tallow; coconut oil, miscellaneous inedible fats, such as greases, and fish oils; cottonseed oils and foots; palm oil; olive oil and foots and other vegetable oils. It is seldom that the manufacturer uses any one of these materials exclusively as the best soap is made from blended fats. Tallow, for instance, makes a hard, white good lathering soap but one that dissolves slowly and lathers slowly. On the other hand, a mixture of tallow and coconut oil yields a soap that has the good quality of a pure tallow soap plus greater solubility and lathering properties.

If coconut is in short supply or too expensive then palm kernel oil may be used in its place without any discernible difference in the appearance or detergent properties of the soap. The substitution of olive oil or olive oil foots for coconut oil would change rather radically the properties of the soap, which instead of being pure white in colour and hard and brittle in use would tend to be slightly yellowish in shade and softer to handle, yet both soaps would dissolve easily and give an excellent lather.

The availability of low priced greases is, of course, a temptation in the face of high or medium priced vegetable oils, but their inclusion in good quality formulations is disastrous, causing a landslide in quality. Generally speaking, greases and miscellaneous vegetable oils can only be used as major ingredients in stock intended for common soaps or substituted for other low priced stock where there is no fear of lowering standards.

New Nitrogen Chemical Soaps

ISOPROPANOLAMINE or rather the physical mixture of mono- and tri-isopropanolamines is now being preferred to triethanola-

mine for making speciality soaps. The mixed compound is a viscous, hygroscopic liquid with a slightly ammoniacal smell. It is completely soluble in water, but only slightly soluble in kerosene or white paraffin oil. Mixed isopropanolamine is less hygroscopic than either triethanolamine or glycerol. An aqueous solution of the iso-compound containing 0.34% of mixed isopropanolamine by weight has a pH of 11.10 which is about the same as triethanolamine. Advantages offered by the iso-compound for soap making may be conveniently summarized as follows:—

1. Soaps are more resistant to darkening under normal storage conditions than similar soaps based on triethanolamine.
2. Soaps are completely soluble in hydrocarbons, even when concentrations of soap are below 2 per cent, whereas ethanalamine soaps are not readily soluble.
3. Soaps tend to be somewhat softer than those based on triethanolamine which is an advantage for certain applications.—Paul I. Smith.

The Glyco Products Co., Inc. of Brooklyn, New York, and Williamsport, Pa., is celebrating its 25th anniversary.

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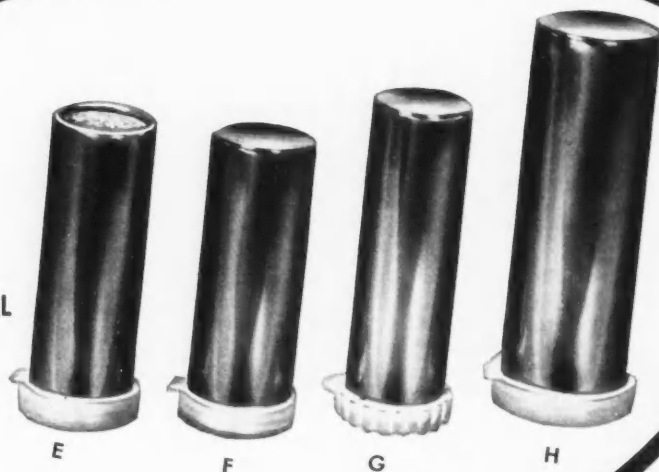


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A Method for the Quantitative Determination of Relative Wear of Soap Bars

E. B. MASTERS*

As a result of current interest on the part of manufacturers of fine toilet soaps in those properties of their product which are of importance, consumer-wise, in a highly competitive business, the perfection of techniques by means of which soap lathering characteristics may be evaluated has been the object of extensive research. But although a variety of methods for the estimation of foam producing power of soaps, measurement of foam stability, and study of foaming properties of soap solutions have been reported, the question of lathering power of soap bars has received little attention. Accordingly, since the lathering behavior of soap bars is influenced not only by the chemical characteristics of constituent materials but also by physical fixations proceeding from various manufacturing circumstances, tests involving measurement of foam production of soap solutions are insufficient in bar lathering studies, and need of a test applicable to whole bars is indicated. The significance of a means of determining relative wear of soap bars as an analytical device in bar lathering studies becomes apparent when one observes that to obtain lather from a bar of soap, a yield of soap solution must, by some wearing action, be effected.

Examination of the scientific literature pertaining to soaps, detergents, and allied subjects, failed to reveal the existence of a method for the quantitative determination of relative wear of soap bars. Yet, the effects of variations in soap processing on lathering properties of the bars must be disclosed by information derived from whole bars. This

paper therefore is presented for the purpose of describing what is believed to be an accurate, quantitative method for the determination of relative wear of soap bars of all sizes and shapes.

Selection of Samples

While the several bars comprising each of the nine groups of samples (A to I, inclusive) were prepared with the intention that they be alike in all respects, sample members of particular groups were intentionally caused to exhibit properties different from those of samples of other groups by a variety of alterations in the manner of treatment of the soap during the course of its being made into finished bars. Small variations in the dimensions of the sample bars belonging to a given group could not be avoided but were duly taken into account in the final calculations. Data com-

piled during the testing of the samples are given in Table I.

Apparatus

In Figure 1 the main parts of the wear-testing apparatus are shown. The frame, in which the sample is secured, and the sponge paddle were constructed of $\frac{1}{8}$ " pressed wood. The paddle handle, frame side blocks, and sample holding pieces were cut from white pine stock. The parts were assembled, and the finished apparatus was painted. Heavy wall neoprene tubing was then slipped over the sample holding pieces, finishing them as shown in the drawing. The paddle was slightly thinned along the edges with sand paper so that it moved easily in the frame grooves. In operation, a little silicone lubricant applied to the upper surface of the paddle proved to be additionally helpful in this connection.

Group	Sample	Original thickness, inches	Final thickness, inches	Strokes	Wear Number
A	1	1.053	0.903	40	3.8
	2	1.061	0.912	40	3.8
	3	1.056	0.903	40	3.9
B	1	1.114	0.939	40	4.3
	2	1.110	0.936	40	4.3
C	1	1.088	0.894	40	4.9
	2	1.095	0.900	40	4.9
D	1	1.078	0.942	30	4.5
	2	1.048	0.876	40	4.5
	3	1.078	0.901	40	4.5
E	1	1.101	0.928	39	4.4
	2	1.107	0.929	40	4.4
F	1	0.964	0.803	40	4.6
	2	0.967	0.806	40	4.5
G	1	1.101	0.923	40	4.4
	2	1.109	0.932	40	4.4
	3	1.109	0.928	40	4.5
	4	1.103	0.922	40	4.5
H	1	1.112	0.915	40	4.9
	2	1.097	0.995	20	4.9
I	1	1.107	0.921	40	4.6
	2	1.112	0.925	40	4.6

TABLE I—Wearing characteristics of soap bars.

* Andrew Jergens Co. Reprinted from the Journal of the American Oil Chemists' Society, Oct. 1952, Vol. XXIX, No. 10, pp. 412.

FILTROSOL A: Not water soluble.
For creams & oils.

FILTROSOL B: Water soluble. For
emulsions & lotions.

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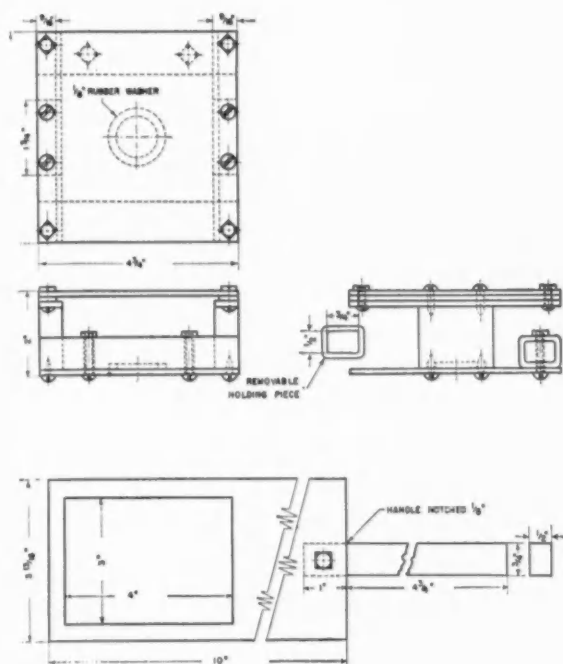


FIG. 1—A method for the quantitative determination of relative wear of soap bars.

Care in the selection of a sponge material for the wearing surface was found to be necessary, and those sponges which exhibited a tendency to produce uneven wearing of sample bars were discarded. A section, uniformly $1\frac{1}{16}$ " thick, cut from a soft, fine textured cellulose sponge of rectangular cross section, was finally chosen and was fastened to the paddle by means of rubber cement.

The entire assembly, ready to use, is shown in Figure 2. A $7\frac{1}{2}$ -gallon container for the wash water was provided, together with a mixer and a suitable assortment of stands and clamps. The rubber washer upon which the sample rested in the frame served to protect a small area on the bottom of the bar from the effects of excessive wetting. The movable sample holding piece was secured with Hoffman type clamps (not shown in illustration), placed at either end after the sample was in position.

Washing of the Samples

The thickness at the center, of the sample to be tested, was determined to the nearest thousandth of an inch by means of a pair of vernier calipers. The sample was then placed upon the rubber washer inside the frame. After centering the washer beneath the sample, the front sample holding piece was fastened in place with the Hoffman clamps. Warm tap water was placed in the $7\frac{1}{2}$ -gallon container, and the

temperature of the water adjusted to 100° F. by the addition of hot or cold water from the tap, agitation being supplied during the process by the electric mixer. Excess water was then removed from the container until the volume of the remaining liquid was about 18 liters. This arbitrarily assigned volume of water was the same for all samples tested and was indicated by a mark on the inside of the container. The sample was then washed by passing the sponge to and fro over the bar 40 times at intervals of 30 seconds between strokes. At the end of each stroke (over and back motion of the sponge), the sponge was immersed in the warm water, which was under constant agitation by the mixer, until it was time for the next stroke. Twenty minutes were required for the washing operation. At the end of that time the sample was removed from the frame and allowed to dry overnight. The soapy water was emptied from the container, the entire apparatus washed, and fresh water added in preparation for the next sample.

The last operation performed on the sample prior to the calculation of the Wear Number was the measurement of the thickness of the dry, worn bar. Before this could be done however it was necessary to scrape away the circular strip of deformed soap, on the bottom of the bar, that resulted from the action of water which seeped between the surfaces of the washer and the sample. The

final thickness of the sample was then determined. From the two-thickness measurements, taken at approximately the same point before and after wearing, the Wear Number of the sample was calculated.

Calculation

In order to develop a formula by means of which the Wear Numbers of tested samples could be calculated, it was resolved that the thickness of a bar is defined as the distance in inches between points at the approximate geometric centers of opposite faces of the sample and that suitable modification in the shape of the bar would be made to provide that this distance be not exceeded by that separating any other opposite points on opposite faces. If, then, the thickness of a sample after s wearing strokes have been applied is t ,

$$\frac{dt}{ds} = -kt, \quad (1)$$

where $-k$ is a constant, since the pressure of the wearing surface on the sample, which pressure determines the rate of change of thickness, is a function of t in compliance with Hooke's Law. Integration of (1), allowing s to vary between 0 and S and t correspondingly between t_0 and t_r gives

$$\log_e \frac{t_r}{t_0} = -kS, \quad (2)$$

where t_0 and t_r are the sample thicknesses before and after wearing, respectively. From (2) then,

$$-k = (1/S) \log_e (t_r/t_0). \quad (3)$$

Equation (3) states that the ratio t_r/t_0 is, for a given sample, worn by S strokes, a constant. The number $1,000k$ where k was determined from (3) was called W , the Wear Number of the tested sample.

In the event that a sample to be tested is too large to be readily ac-

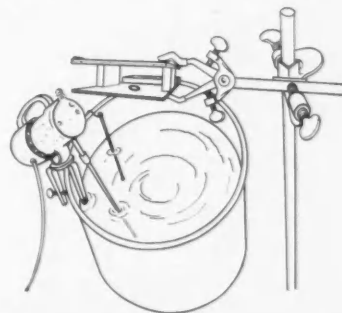


FIG. 2—A method for the quantitative determination of relative wear of soap bars.

commodated by the wear testing apparatus, appropriate modifications in the size and shape of the sample may be effected by means of a sharp knife or a fine vegetable grater. It is important however that the opposite faces of the sample, between which the sample thickness is measured, are nearly parallel. If a bar must be thinned in order to fit the apparatus, soap should be removed only from the face opposite that to be worn. Samples which initially are too thin may be raised to the desired height in the frame by means of suitable shims. The total thickness of the shims (accurately measured) is added to the original thickness of the bar and also to its final thickness in order to obtain t_0 and t_f respectively. Since the thickness of the washer does not figure in the calculations, the same washer, or at least washers of like thicknesses, should be used in the testing of all bars that are to be compared.

Summary

A method for the quantitative determination of the relative wear of soap bars has been developed. The method is fairly simple and rapid, requiring about an hour of labor and from 8 to 12 hours of aging of samples during the test. The method is based upon the measurement of thickness of samples before and after subjecting them to wear by a sponge and warm water. Application of the method to samples of different thicknesses and surface areas shows good reproducibility, and the method is believed to be applicable in studies which require high sensitivity.

Acknowledgment

The author wishes to express his indebtedness to P. D. Adams and to C. J. Lohman of this laboratory for their useful suggestions during the preparation of the manuscript.

New Plastics Film for Soap Packaging

INFORMATION about the new du Pont polyester film "Mylar" is of considerable interest to the packaging section of the soap industry which for a number of years has been searching for a really thin wrapping material. This film can be made in $\frac{1}{4}$ mil thickness as opposed to 1 mil, which is the minimum thickness for cellophane. At this very low limit the new film is 2 to 8 times stronger than any other

film. Its tensile strength at 77 deg. F is around, 25,000 lb. p.s.i. in comparison with 2400 for polyethylene and 11,000 for cellulose acetate. Impact strength is 75 kg/cm for a 1 mil section, compared with 8 for polyethylene and 3 for cellulose acetate. "Mylar" retains most of its mechanical properties at temperatures from -60 deg. F to 325 deg. F.

The advantages of using a very thin film for soap wrapping may be summarized as follows:

1. The thin section and high clarity of the polyester film enables buyers to see the texture and colour of the soap and this increases the sales appeal.

2. The remarkable inertness of the film and extremely low moisture absorption factor ensures that the wrapping maintains its sparkling clarity even after lengthy storage.

3. The film seals the soap and so "lock-up" perfumery ingredients. The soap, therefore, keeps its factory freshness for longer periods.

To offset these advantages must be reckoned the fact that "Mylar" cannot yet be cemented with any known adhesives and heat sealing is not possible. There remains also the sober thought that the film is expensive and available only in development quantities.

Choice of A Spray Dryer

IN the manufacture of powdered soap and soap powders it is now standard practice to use spray dryers. These are efficient and economical in use, moreover, they are so designed as to effect drying of the heat-sensitive soap without causing discoloration and excessive hardening. They are also capable of producing a uniform size particle which enhances the appearance of the product and facilitates packaging. Choice of a suitable dryer is a matter requiring the most careful thought and for the guidance of manufacturers the following recommendations are made:—

- (1) Preference should be given to dryers made by reputable firms with some background experience in making dryers for the soap industry.

- (2) Simple designs permitting easy operation either manually or by use of simple automatic control should be preferred to those that are complicated.

- (3) The dryer should be constructed of metal, e.g., stainless

steel or monel, which will effectively prevent any possibility of the soap becoming contaminated by rust particles.

- (4) The dryer should be well insulated and have a high thermal efficiency: 70-75 per cent is usually considered to be good for most standard dryers.

- (5) The evaporation rate should be high and for good standard dryers about 1750-2000 lb. per hour of water is rated as very satisfactory.

The demand for spray dryers in industry generally is increasing rapidly and as a result prices are no longer prohibitively high. It is now possible to buy a really first class spray dryer for as little as \$2,000. Dryers are supplied in types suitable for heating directly or indirectly using any kind of fuel, including natural gas.

Polyalkylene Glycols As Soap Additives

THE family of polyalkylene glycols includes several compounds of interest as soap additives. They are waxy-white solids, bland, odourless, water soluble and yet non-hygroscopic. The high molecular weight compounds resemble paraffin in appearance and their presence in toilet soap improves surface finish and texture and at the same time tend to improve emollient properties. These glycols also possess valuable dispersing properties and are useful where it is desired to incorporate difficultly soluble medicinal products in the soap. In shaving soap, brushless and lathering types, the polyalkylene glycols are useful ingredients as they act as conditioners and also leave the skin soft and fresh after shaving.—Paul I. Smith.

Drug Sales Set Record \$4,023,000,000 in '52

A new record in drug sales of \$4,023,000,000 was established in 1952, *Drug Topics* estimates. Chain sales volume increased 1.9 per cent over 1951, independents increased 3.3 per cent.

AR. Winarick, Inc. Takes Over Dr. Ellis Sales Co.

AR. Winarick, Inc. has purchased all assets and business of Dr. Ellis Sales Co. of Pittsburgh, Pa., manufacturers of Dr. Ellis Wave Set and Nail Polish.



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Flavoring with Pelargonates

*Ethyl pelargonate is the principal pelargonate flavoring material
but new pelargonate esters have interesting possibilities . . .
Critical examination of this series of esters and suggested uses*

MORRIS B. JACOBS, Ph. D.

STARTING with a discussion of "Aldehydes for Flavors" which appeared in the Flavor Section of the AMERICAN PERFUMER in November of 1945 and "Use of Aldehydes for Flavors" in the December 1945 issue, the following series of articles on synthetic components used for the preparation of flavor compositions was written by your editor: "Ketones as Flavor Components" April, 1946; "Cyclic Ketones for Flavors" May, 1946; "Terpene Alcohols as Flavor Components" October, 1946; "Cyclic Terpene Alcohols" November, 1946; "Acetates as Flavor Components" July, 1947; "Aromatic and Terpene Acetates" August, 1947; "Aliphatic Formates as Flavor Components" February, 1948; "Aromatic and Terpene Formates" April, 1948; "Propionates as Flavor Components" October, 1948; "Terpene and Aromatic Propionates" November, 1948; "Butyrates as Flavor Components" April, 1949; "Aromatic and Terpene Butyrates" May, 1949; "Isobutyrate in Flavor" October, 1949; "Aromatic and Terpene Isobutyrate" December, 1949; "Valerates and Isovalerates" August, 1950; "Aromatic and Terpene Isovalerates" September, 1950; "Caprylates, Caprylates, and Caprates" March, 1952; and "Uses of Ethyl Enanthate" May, 1952.

The pelargonates are another series of esters which have found utilization as components in flavor compositions. As in dealing with the synthetic materials discussed in previous papers it will be convenient to group the pelargonates as aliphatic pelargonates and as aromatic pelargonates. The use of the latter group by the flavor industry is extremely limited. Very few of the pelargonates are offered as regular items by firms dealing with aromatic chemicals.

Aliphatic Pelargonates

The pelargonates are derivatives of pelargonic acid, $\text{CH}_3(\text{CH}_2)_7\text{COOH}$, which is also known as nonanoic acid, the name approved by the International Union of Chemistry, and as *n*-nonylic acid. In American usage, the approved name is pelargonic acid. This is a colorless oily liquid, having a specific gravity of 0.9055 at 20/4 deg. C., melting at 12 deg. C., boiling at 254 deg. C., and having a refractive index of 1.4330 at 20 deg. C. This aliphatic, saturated acid is slightly soluble in water and is soluble in alcohol, ether and chloroform. It has a bland, fatty odor, with a nutty character resembling peanut oil.

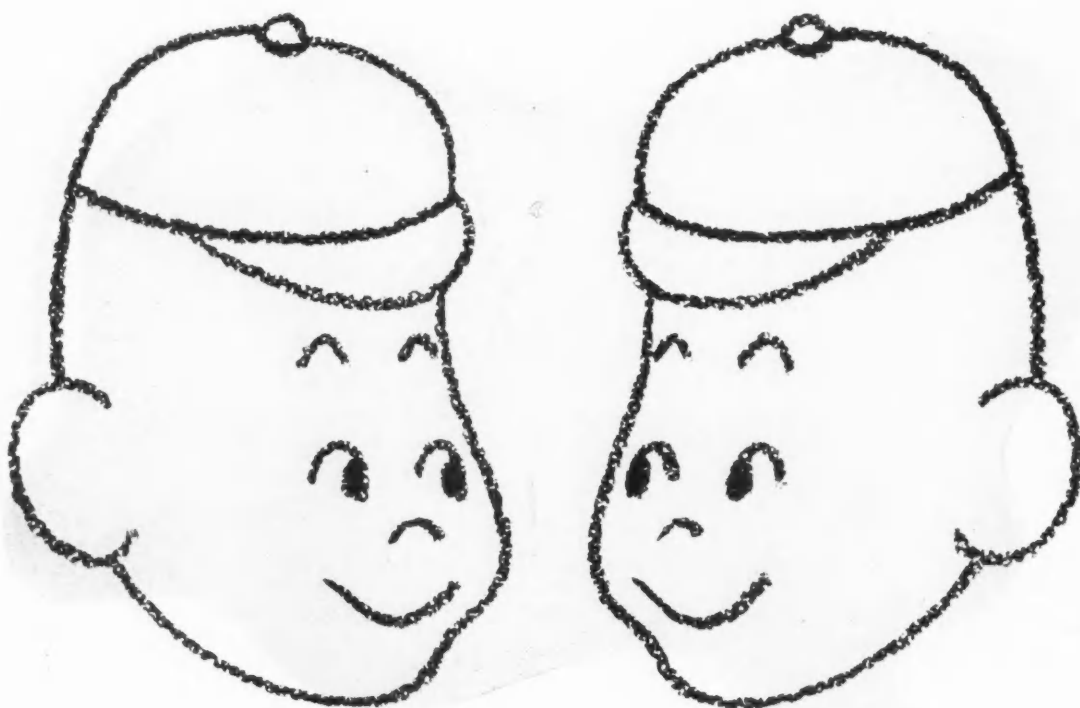
Because of the names nonanoic acid and nonylic acid, the pelar-

gonates are also known as nonanoates and as nonylates; all three names appear in the literature.

Methyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOCH}_3$, also known as methyl nonylate and methyl nonanoate, and often indexed in the inverted ester form as pelargonic acid methyl ester, is a liquid which has a specific gravity of 0.877 to 0.878 at 18 deg. C. It boils at 214 deg. C. The refractive index is 1.4214 at 20 deg. C. This ester is virtually insoluble in water. It is soluble in alcohol and in many of the common organic solvents. Methyl pelargonate has a marked fruity odor, with some orange character. It has an apple flavor and a bitter-sweet taste.

Methyl pelargonate has relatively wide application in flavor formulations for it has been suggested as a component for apple, grape, honey, hops, melon, mulberry, pineapple, plum, and tonka compositions. While its use is often encountered in the literature, methyl pelargonate is not commonly carried as a stock item by aromatic chemical firms.

Ethyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOC}_2\text{H}_5$, ethyl nonylate, ethyl nonanoate is a colorless liquid with a specific gravity of 0.866 to 0.867 at 20/4 deg. C. This ester boils at 227–228 deg. C. (Beilstein cites boil-



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ing points of 222 deg. C. and 216–219 deg. C. also) and has a refractive index of 1.4220 at 20 deg. C. Ethyl pelargonate is practically insoluble in water and is soluble in ethyl alcohol.

The ethyl ester of pelargonic acid has a pleasant fruity odor with a flowery note. The fruity character resembles apricot and the flowery character resembles rose. There is also a fatty undertone with a general resemblance to the odor of ethyl caprylate. Ethyl pelargonate has a pineapple flavor and has a slight sweet taste with an accompanying sour note.

Ethyl pelargonate had relatively early application as a flavor component and is one of the more important esters used in flavor formulations. It has been suggested as adequate for many compositions among which one can name apple, brandy, butter, cherry, cherry brandy, coffee, grape, honey, hops, melon, mulberry, peach, pineapple, plum, and tonka flavoring essences. Ethyl pelargonate has been particularly recommended for cognac, other brandy, wine, and grape flavors. It is also used as a substitute for cognac oil.

Ethyl pelargonate is commonly carried as a stock item by almost all firms dealing in aromatic chemicals. It is sold in two "grades" usually labelled as "Ethyl Pelargonate, pure" and as "Ethyl Pelargonate Compound (artificial)," both "grades" being suggested for the applications mentioned above.

Allyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOCH}_2\text{CH}=\text{CH}_2$, which may also be called at times allyl nonylate and allyl nonanoate is a liquid which boils at 87 to 91 deg. C. under reduced pressure of 3 mm. of mercury and has a refractive index of 1.4332 at 20.5 deg. C. This ester has a vinous, pineapple character and because of these odor and flavor properties has been recommended as a component of pineapple and cognac type flavoring essences. Allyl pelargonate is commercially available, being carried as a stock item by flavor firms.

Propyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOCH}_2\text{CH}_2\text{CH}_3$, propyl nonanoate, propyl nonylate is a liquid with a specific gravity of 0.870 at 15/15 deg. C. It boils at 237 deg. C. This ester is insoluble in water and is soluble in alcohol and most organic solvents. According to Morel (*Soap, Perfumery & Cosmetics*, 25, 514 (1952)), propyl pelargonate has a peculiar odor with a yeasty-melon note.

Butyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOCH}_2\text{CH}_2\text{CH}_2\text{CH}_3$, also known as with the other homologues as butyl nonanoate and butyl nonylate is a liquid which has a specific gravity of 0.865 at 15.5/15.5 deg. C. and boils at 270 deg. C. This ester has an orange-apricot odor with a rose note.

Ethyl pelargonate may, among others, be used in cherry, coffee, peach and pineapple flavor compositions.



OC₄H₉, *n*-butyl pelargonate, also known as with the other homologues as butyl nonanoate and butyl nonylate is a liquid which has a specific gravity of 0.865 at 15.5/15.5 deg. C. and boils at 270 deg. C. This ester has an orange-apricot odor with a rose note.

The *sec*-butyl and *tert*-butyl pelargonates have been described in the literature. *sec*-Butyl pelargonate is a liquid which boils under reduced pressure of 15 mm. of mercury at 123 deg. C.; it has a specific gravity of 0.8608 at 20/4 deg. C.; it has a refractive index of 1.4220 at 20 deg. C.; and its optical rotation, (sodium line at 20) is +15.03 degrees.

Isoamyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOC}_5\text{H}_{11}$, has a specific gravity of 0.860 at 15.5/15.5 deg. C. This ester boils at 260 deg. C. and has a refractive index of 1.4300 at 20 deg. C. Its odor properties are similar to those of ethyl pelargonate but the fruity note is stronger and of a less delicate nature than that of the ethyl ester. Because of these aroma properties isoamyl pelargonate can probably be used in similar types of flavor compositions as those detailed for ethyl pelargonate.

Hexyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOC}_6\text{H}_{13}$, is another liquid ho-

mologous pelargonate. This ester has a specific gravity of 0.887 at 15.5/15.5 deg. C. Hexyl pelargonate boils at 265 deg. C. As is the case of other pelargonate esters, hexyl pelargonate has a brandy aroma but is less fatty in character than some of its homologous esters and ethyl caprylate.

Heptyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOC}_7\text{H}_{15}$, is a liquid with a high boiling point, 300 deg. C. Under reduced pressure, at 75 mm. mercury, this ester boils at 210 deg. C. Heptyl pelargonate has a specific gravity of 0.866 at 15.5/15.5 deg. C. and its refractive index is 1.4360 at 20 deg. C. Because of the powerful aroma properties of the enanthic radical, heptyl pelargonate has an enanthic odor with some rose and orange character too.

Little work has been done on *octyl pelargonate* $\text{CH}_3(\text{CH}_2)_7\text{COOC}_8\text{H}_{17}$, for there are few references in the literature to this compound. It boils under reduced pressure at 183 deg. C. (at 21 mm. mercury). One can guess that this compound too would have an aroma bearing an orange-rose note.

Nonyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOC}_9\text{H}_{19}$, is a high boiling liquid, boiling at 315 deg. C. at atmospheric pressure. It has a specific gravity of 0.870 at 15.5/15.5 deg. C.

This ester has the orange-rose note of its homologue heptyl pelargonate.

Though not a pelargonate, a closely related compound should be mentioned here, namely, the allyl ester of 2-nonenic acid, that is *allyl 2-nonenate* also known as allyl 2-nonylenate. This compound boils under reduced pressure of 1 mm. of mercury at 103-105 deg. C. It has a refractive index of 1.4535 at 24 deg. C.

In common with many allyl compounds, this ester has a pineapple aroma but it also has a fatty note. Allyl 2-nonylenate is commercially available. It has been recommended for use in pineapple flavor formulations.

Aromatic Pelargonates

Few of the aromatic pelargonates have been synthesized and thus they have found relatively little employment as ingredients of either flavor or perfume compositions.

Benzyl pelargonate, $\text{CH}_3(\text{CH}_2)_7\text{COOCH}_2\text{C}_6\text{H}_5$, is a liquid with a specific gravity of 0.962 at 15.5/15.5 deg. C. It has a high boiling point of 315 deg. C. This ester has a mild odor resembling clemi oil according to Morel.

The 1-menthyl ester of pelargonic acid has been synthesized in connection with a study of optical properties but there is no data on its flavor properties.

It is clear from this discussion that the most important pelargonate from the flavor point of view is ethyl pelargonate. This is a widely used ester and, as mentioned, is specifically recommended for such flavor compositions as brandy and cognac, wine, and grape flavors. Its ester homologues can also, in general, be employed for such purposes but the orange, apricot, and rose notes of a number of the higher esters of pelargonic acid imply far greater possibilities of use than the limited number of applications mentioned.

Second Caryl Richards Annual Award Presented in Ceremony

The second Caryl Richards annual award, for outstanding contribution to community morale by the beauty profession, was presented to five sister beauticians from Ohio who offered their services once a week to patients in The Children's Hospital in Columbus, Ohio. The presentation was made by Basil O'Connor at the recent Caryl Richards exhibit of the International Beauty Show.

Program FEMA Atlantic City Convention, May 10-13

The 44th Annual Convention of the Flavoring Extract Mfrs. Assn. will be held on May 10 to 13 at Hotel Traymore, Atlantic City, N.J.

The business program will include a talk by John W. Sale of the



Robert Krone

F.D.A. and the following papers: Dr. Walter S. Osbold, Drexel Institute of Technology, Philadelphia, on "Different Tastes in Food Flavors"; Howard Reynolds, assistant head of the Food and Nutrition Div., Agricultural Research Administration, U.S. Dept. of Agriculture, on "The Effect Upon Flavors by Insecticides, Fungicides, Etc., Used on Trees and Plants"; R. E. Lothrop, Jr., Acting Director of the Eastern Region of the Agricultural Research Administration, U.S. Dept. of Agriculture, on "Latest Developments in the Extraction of Flavors."

Other talks will include: "The Vanilla Bean Market" by Ray Schlotterer of the Vanilla Bean Assn. of America; "The Essential Oil Situation," by Dr. W. F. Reis of the Essential Oil Assn.; "Training Students to Solve Flavors Problems," by E. E. Lockhart, professor of Food Chemistry of the Massachusetts Institute of Technology, Dept. of Food Technology; and "Freight Rates and Classification from the Railroad's Viewpoint" by an official of the Pennsylvania Railroad; and "Classification and Packaging from the Trucker's Viewpoint" by an official of the American Trucking Assn.

Entertainment features will include a suppliers' Hospitality Party on Sunday, May 10; a convention luncheon, golf tournament or boat ride and shore dinner on Monday; an association luncheon and President's reception and dinner-dance on Tuesday.

Wednesday morning will feature Chemists' Breakfast.

The Convention Committee in-

cludes Robert Krone, Chairman, Fritzsche Brothers, Inc., William F. Hottinger, Bowey's, Inc., William F. Fischer, Magnus, Mabey and Reynard, Inc., Chris Christensen, Charles Pfizer & Company, and Frank W. Green, National Aniline and Chemical Company.

Flavored Notes

There has been relatively little work done on the physiological activity of flavoring materials in comparison to the vast amount of work done on substances which may possibly be used as "chemical preservatives." This is a field which presents many interesting problems.

Your editor has been collecting some information in this field. A provocative article has been published by Shillinger in *Gigiena i Sanitariya*, 1950, No. 3, 37-40. In this article work is reported on the action of amyl acetate, butyl acetate, ethyl acetate, ethyl salicylate, ethyl formate, decylaldehyde, heliotropin, bourbonal, citral, ionone, undecalactone, and musk ambrette on the animal organism.

Foster D. Snell, Inc. has enlarged its organoleptic evaluation work under the supervision of Leonard Cartwright who has written a series of articles on the judging of food, spices, and the like by taste panels.

An interesting ruling was made by the Office of Price Stabilization in December, 1952 in connection with the appeal of Safeway Stores, Inc., for this Agency to decontrol a long list of items such as vanilla, ice cream sundaes, jams and jellies, soup, wine, and hard cider as a consequence of the Harrison Amendment to the 1952 Defense Production Act, which amendment ended price controls on fruits and vegetables both in fresh and processed forms.

The Agency stated in its denial of the appeal: "Clearly Congress did not intend to include in the Harrison Amendment fruits or vegetables transmuted by processing to a nonfruit or nonvegetable form—such as margarine made from vegetables.

"Just where protestant (that is Safeway) would stop in its theory that a fruit or vegetable is a fruit or vegetable no matter how processed is not clear. Protestant specifically includes: hard cider and applejack as vegetables; wine as being grapes; and the same logic would include bourbon whisky as having measurable amounts of corn products."

—M. B. J.

Points on Compounding Flavors

Constant changes taking place in natural flavoring materials . . . How slight but desirable variations are brought about by substitution or addition of one aromatic with a similar one . . . Practical examples

FREDERICK TRIEST*

THE compounder of flavoring material usually tries to identify and isolate the aromatic ingredients of the fruit or nut whose flavor he seeks to synthesize. This process is time consuming and requires skillful isolation of constituents. Not a single fruit or nut has ever been completely broken down as to every aromatic constituent present. One of the reasons for this failure is the fact that some aromatics are present in infinitesimal quantities only and isolation would require the processing of ton after ton of the specific material. Another reason is the fact that during the entire life of the material to be synthesized constant changes like enzymic actions take place involving among others, a continuous change of aromatic constituents present. However, more and more aromatic constituents have been isolated over the years and the days when imitation banana flavor was simply a solution of amyl acetate are happily past us.

Synthesis of Isolated Material

After isolation the next problem confronting the extract manufacturer is the synthesis of the material isolated as some of the material isolated might not have been synthesized before. After a formula has thus been put together slight variations are then usually brought about, if indicated, by the substitution or addition of one aromatic with a similar one. For instance, as allyl caproate has been found present in pineapple, butyl or ethyl caproate might improve the formula.

The flavor of the natural product which the flavor manufacturer tries to imitate changes from sea-

son to season as soil and growing conditions vary. There are also many varieties of the same fruit to consider although the flavor compounder is ordinarily only asked for strawberry flavor or for grape flavor. The same is true of flavors imitating alcoholic beverages like rum or brandy where innumerable varieties are possible.

Flavor Perception

When imitation flavors were first compounded the criterion of success was strength and similarity to the natural product. Today, the accent seems to lie on closest possible taste effect to the natural product. This brings us to flavor perception. How does a taste panel determine the merits of a flavor. Obviously, the product containing the flavoring extract (particularly the imitation flavor) should not differ flavorwise from the product made from the whole natural product. Each flavor effect is probably a combination of three impressions; the volatile flavor constituents affect nerve endings of the nose, the non-volatile constituents like acids affect the taste buds of the tongue and the color of the flavored food product provide the eye appeal. When this combination of impressions is processed by the individual's brain, it is put to comparison with the memory of similar previous impressions catalogued as specific flavors and, therefore, judged as either good or bad. If we consider now the extreme variations possible between the individual's sensitivity of nose and tongue at various times and then again the different processing of impressions within different individuals, we realize that we deal with a highly subjective matter. Despite recent



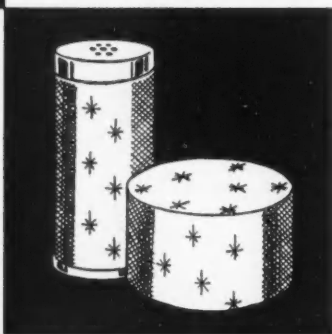
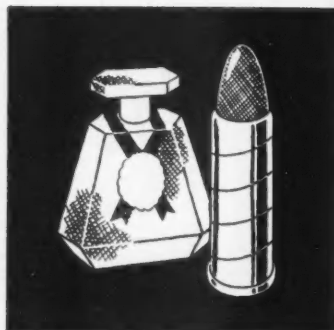
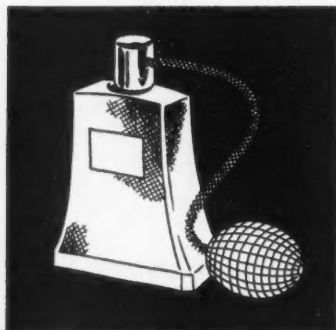
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successful efforts to eliminate differences in terminology, the compounding of flavors, being a subjective craft, will defy application of objective standards only.

For instance, a child old enough to know that the dish of fruit it is eating is a dish of raspberries, will retain in its brain a combination of impressions as to the aroma, taste and color of raspberries. If at a later time the identical or a similar combination of taste, aroma, and color reaches its brain, the flavor is identified as that of raspberries. It might be that aroma alone or, perhaps, aroma and taste, are sufficient to make the identification. It might even be that a stronger identification than before is made. Thus do we judge the quality of flavors.

The challenge to the flavor chemist, then lies in bridging the gap between flavor constituents isolated objectively and synthesized and between the total flavor effect needed. Capacity limitations make it impossible to incorporate necessary amounts of acid and color into flavoring extracts. It is advisable,

*Fries & Bro. Lecture at New York University.



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therefore, not only to compound a flavor, but also to work out suggestions regarding type and quantity of acid to be used with a given quantity of flavor. Suggestions regarding addition of natural or certified artificial coloring matter are also indicated.

If we disregard variations of type and different seasons, the true fruit extracts, pure vanilla, and other completely true extracts, should come closest to the ideal of identity of taste, odor, and color impression. This is particularly true since recent improvements in concentration by freezing as well as improved methods of capturing volatile distillates, have improved the quality of true fruit extracts manufactured. And yet, the use of true fruit flavors will remain comparatively small, because it is impossible to concentrate true fruit extracts anywhere near the strength possessed by imitation flavors. Nevertheless, true fruit extracts represent a truly useful link in the gap between a solution of aromatic chemicals and the complete flavor effect desired. The smart compounder of flavoring material, provided volume and proof of the aromatics solution permit him to do so, will blend off his compound with a genuine fruit, bean or plant extraction, not for strength, but for mellowing and smoothing purposes.

Specific Applications—Cherry

Let us apply some of our observations to a few specific flavors. One of the most delectable fruits

nature has given us is the cherry, particularly the various types of sweet and sour cherries. And yet, the overwhelming majority of cherry flavored hard candy, chewing gum, gelatin desserts and cough remedies are flavored with wild cherry flavor. The wild cherry has not been available to the public for years and it is safe to assume that the consumer of a food product thus labelled does not have any previous taste, odor, or color experience to go back to. In quite a few cases the consumer gets nothing more than a benzaldehyde-tolylaldehyde solution. Better cherry flavors should not start with imitating cherry pit. There are hundreds of aromatics available yielding a generally fruity odor, there are the well known amyl and ethyl ester combinations used in fruit flavors. Aromatics like allyl benzoate, allyl iso valerate, cyclo hexyl formate and methyl acetophenone help develop a characteristic cherry flesh flavor. A trace of benzyl acetate will add a light touch. It seems that such a synthetic cherry flavor has an excellent chance of getting the approval of consumers who, when they eat the natural fruit, consume the cherry flesh and not the pit.

Peach Flavor

One of nature's more delicate flavors is the flavor of the peach and apricot. Again and again the complaint is heard that certain brands of imitation peach flavor give the end product a "perfumy"

note. Most synthetic peach flavors are based on gamma undecalactone, the so-called aldehyde C-14, which does not appear as an ingredient of the fruit. Since aldehyde C-14 has a slightly dull taste and odor effect, combinations of rhodinol, benzyl acetate, etc. are added. Actually, the flavor of the peach has a certain roughness of its own which we should try to capture. Aromatics like allyl cyclo hexane valerate and allyl cyclo hexane acetate, ethyl sebacate, ethyl oemanthate, and ethyl pelargonate are helpful in developing this roughness.

Grape Flavor

As an illustration of our previous statement that the suitability of one aromatic leads to trying related aromatics, we can point to the compounding of grape flavors. Of course, there are many varieties of grapes consumed by the public; however, the two most popular subdivisions are the purple or concord grape and the various types of white grapes; coloring of the finished product will tell the consumer which type has been synthesized. Some twenty years ago the main ingredient in grape flavors of the Concord type has been methyl anthranilate. Since then, the ethyl, butyl and cinnamyl esters of anthranilic acid have been developed and help compound a well rounded grape. Allyl caproate is the basis of most synthetic pineapple flavors. There again we developed a better pineapple flavor by also using ethyl caprylate, allyl cyclo hexane propionate, methallyl caproate, iso amyl caproate, and cyclo hexyl caproate.

Rum ether originally was simply ethyl formate. Today, the destructive distillation of pyroligneous acid and brich tar yields esters which can be processed to alcoholic or non-alcoholic rum ethers; even distillation products of molasses can be added for smoothness and esters can be added for strength. Such a product is a stable, and its end effect in consumer goods is hardly distinguishable from consumer goods made with the genuine product.

These were just a few ideas how better flavors were developed, which approach was used, and how future research can show results.

Compounding Synthetic Flavor

Important as is the selection of the proper ingredients, the actual compounding of the synthetic flavor is of equal importance. Flavors, in order to be useable, have to be

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completely in solution. Or in the case of emulsions, they have to be uniformly dispersed.) Solvents available to the compounder are ethyl alcohol, propylene glycol, and glycerol. The present low cost of alcohol and the comparatively low net tax make alcohol the most attractive solvent. When compounding a flavor extra solvent power should be incorporated to prevent a possible freezing of the flavor in colder regions. Of course, quite a few of the esters used in compounding are good solvents themselves and can take part of the place of alcohol. Flavors compounded for use in manufacture of alcoholic beverages had better contain at least the percentage of alcohol of the finished alcoholic beverage in order to prevent sediment in the alcoholic beverage. We all know that ethyl alcohol has a very low boiling point. For this reason, flavors which come in contact with boiling syrup, etc. are not heat-resistant and evaporate to a great extent before they can be finally incorporated into the finished product. Flavors of this type should be compounded using a non-alcoholic solvent like propylene glycol and glycerol. Glycerol has been rather expensive for years and its solvent power rather limited. Propylene glycol has been the leading non-alcoholic solvent. Whereas ethyl alcohol boils at 78 deg. C., propylene glycol boils at 189 deg. C. In the case of hard candy flavors the end results are quite pronounced. Although propylene glycol does not possess the solvent power of alcohol, it contains sufficient solvent power for most concentrations.

When Concentrated Flavor is Important

Concentration of the flavor may be of importance in several cases. Some of the modern hard candy machinery used only has room for one ounce of flavor per one hundred pounds finished hard candy. A flavor containing many ingredients of low solubility might, therefore, be perfectly fine from a flavor point of view, but cannot be used. On the other hand, a soft drink flavor to be used on the basis of eight fluid ounces per gallon of syrup affords the compounder the opportunity to incorporate natural coloring matter and blending material thereby creating a better product.

Flavor Emulsions

Another type of flavor is the flavor emulsion, particularly popular in the citrus field. Great strides have been made along the way of

stabilizing these oil-in-water type emulsions. Whether a flavor is compounded with alcoholic or non-alcoholic solvents or whether it is finished in emulsion form the important point to look for is its complete uniformity from the top to the bottom of the bottle, in all kinds of weather, and for a reasonable time of storage to be expected. Otherwise, no uniform flavor results can be obtained.

Powdered Flavors

As of late, powdered flavors have come to the foreground. The inert ingredient in most powdered flavors is starch or any of the many types of sugar available. Powdered flavors are non-alcoholic and, therefore, ideal for institutional use. Their main use, however, is in situations where a moisture problem exists like in gelatin and pudding powders or in pharmaceutical tablet work. Since some of the ingredients used in ordinary formulations may be hygroscopic, less hygroscopic ingredients may have to be substituted. The finished flavor is usually processed in special pulverisers.

Some time ago, one of the nationally syndicated writers publishing a daily food column published several letters from readers asking that prepared food mixes be sold unflavored as some of the flavor incorporated was plainly objectionable. Let this be a warning to all of us. As we have seen above, no two persons have the identical odor, flavor and color perception. We also have seen that no two fruits have ever grown containing the identical flavor. Our problem is, therefore, to hit on combinations of aromatics which we think will please more people than other formulations before us. This calls for a lot of work and patience, but the ever increasing use of flavoring extracts makes our effort worth its while.

Toni's Prom Accepted by AMA Cosmetics Committee

Toni Co.'s Prom has been awarded the seal of acceptance from the American Medical Assn.'s committee on cosmetics, the first self-neutralizing home permanent so honored. Toni president Nelson Harris, marked the occasion by attacking "unwarranted, disparaging criticism" by a competitive manufacturer. The Hudnut Sales Co. recently ran a series of advertisements throwing doubt on the safety of self-neutralizing home permanents.

Colombia, Peru, Venezuela Seen as Top Market Areas

Colombia, Peru, and Venezuela represent, at present, the best Latin American market potentials for U.S. manufacturers, according to John L. Cassullo, new president of Dodge & Olcott, Inc., 180 Varick Street, N.Y. In a recent discussion of Latin American economic conditions based upon extensive study and travel south of the border, Mr. Cassullo, back from another trip to Colombia, explained that in these three countries exchange is available, and natural resources are being developed which will create the dollar balances necessary for trade with the U.S.

Current conditions in Colombia, Peru and Venezuela were described by Mr. Cassullo as comparable to those prevailing in the United States about 30 to 40 years ago. These rapidly developing nations, however, should achieve modern industry within 10 or 15 years, he believes, because of the vast amount of American know-how that is being poured into their expanding economies.

With regard to others of the Latin American community, Mr. Cassullo believes that at present Chile is out of the picture because of stringent restrictions upon dollar imports, and the large influx of European competition. Similarly, Argentina presents currency and import restrictions which make development of American outlets impossible.

In addition to the three countries mentioned, Mr. Cassullo feels that Brazil is the best potential economic market, and the most fertile ground for expansion of American and European industry. European competition is seen as dominating the scene. There are also a number of Brazilian concerns engaged in the manufacture of essential oils, and a number of European and Asian plants are being developed on an experimental scale to see if they can be grown in Brazil.

Muriel Hasbrouck, Inc. Will Introduce Perfume in Spring

A new entrant in the perfume field, Muriel Hasbrouck, Inc., has been formed and will introduce a line of perfumes this spring. Mrs. Muriel Hasbrouck has been appointed president; Paul Dreifuss, formerly of Hazel Bishop, Inc., has been named executive vice-president. Offices are located at 35 West 53rd St., New York.



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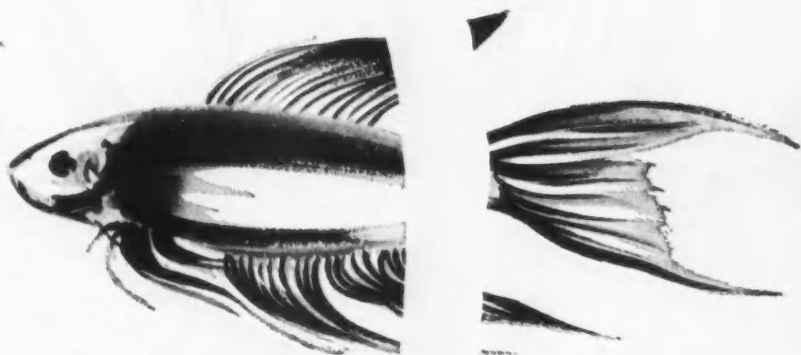
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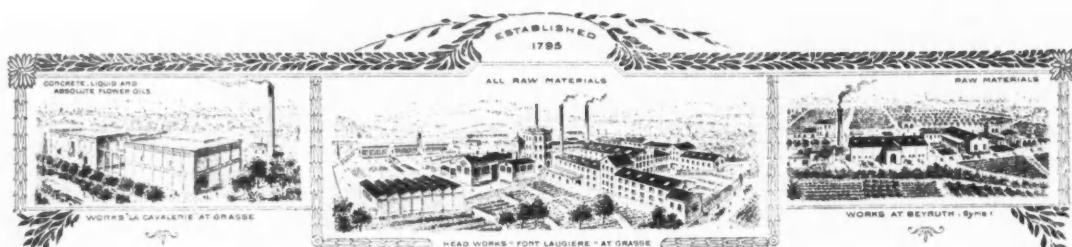
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NEWS and EVENTS

Annual Retail Cosmetics Sales Over Billion T. G. A. Reports

Sales at retail of perfume and toilet preparations, not including toilet soap, in 1952 passed the billion dollar mark for the first time according to the annual estimate of the Toilet Goods Assn. in collaboration with Beauty Fashion magazine. Estimated total sales at retail were \$1,004,000,000. Perfume sales as such were slightly below the previous year's level.

Program of the 18th Annual T.G.A. Convention in May

Departing from the usual program procedure, discussions at the 1953 T.G.A. convention, May 12-14, will be based on the results of a new consumer survey. Theme of the convention is "Let's Face the Facts!" and will feature analyses of consumer buying trends, markets, advertising and promotion.

The survey is now being made under the direction of the convention's program committee, of which Pierre Harang, Houbigant, is chairman. Also serving on this committee are Edward J. Breck, John H. Breck, Inc.; Robert B. Brown, Bristol-Myers; Paul Carey, Tussy Cosmetics; Tom Haire, publisher, Cosmetics & Toiletries, and Frazer V. Sinclair, publisher, Beauty Fashion. S. L. Mayham, executive vice-president of the TGA, is an ex-officio member.

The Charles S. Welch Memorial awards for outstanding packaging in the industry in 1952 will be presented at the convention luncheon on Tuesday, May 12. Two plaques will be awarded, one for a package retailing for more than \$1, and the other for a package selling for \$1 or less. The awards are based on beauty, utility, practicability, and sales appeal.

Winners of the annual golf tournament will be announced at the luncheon on Wednesday, May 13, when the association's three memorial golf awards—the Cecil Smith,

Bernard M. Douglas, and B. E. Levy trophies—will be presented. The tournament will be held on



• Davis Factor

Monday, May 11, at Winged Foot Golf Club, Mamaroneck, N.Y., followed by an informal dinner in the clubhouse.

Paul H. Douglas, Bourjois, is chairman of the golf tournament committee. Other members include John A. Ewald, Avon Products; Pierre Harang, Houbigant; Richard Salomon, Charles of the Ritz; Philip C. Smith, Yardley, Paul E. Forsman, C. H. Forsman Co., and J. H. R. Stephenson of Albert Verley Co.

At the luncheon on Thursday, May 14, the Cosmetic Industry Buyer's and Suppliers' Association will present a \$250 cash award for the best paper given in 1952 before the Scientific Section of the TGA, as determined by the section's editorial board.

TGA President Davis Factor, of Max Factor & Co., Hollywood, will preside at the convention, which is open to manufacturers or trademark owners, wholesalers, dealers and retailers, non-members as well as members. Attendance of suppliers, however, will be restricted this year to associate members. Luncheon reservations may be made at the offices of the TGA, 9 Rockefeller Plaza.

Lamson M. Scovill, of the Scovill Manufacturing Co., is chairman of

the 1953 convention committee. Other members are: Paul Alexander, Drug & Cosmetic Industry magazine; John Duncan, Hazel-Atlas Glass Co.; M. Lemmermeyer, Aromatic Products, Inc.; Robert H. Miller, White Metal Manufacturing Co.; Eugene J. Moore, Richford Corp.; Waldo Reis, van Ameringen-Haebler, Inc.; and Lee Simmons, Imco Container Corp.

The tentative program runs as follows:

Tuesday, May 12

10:00 A.M., Astor Gallery:

Reports by treasurer Philip C. Smith, president Davis Factor, and of the survey by Howard A. Trumbull, president, National Family Opinion, Inc., Toledo, Ohio.

Election of officers.

12:30 P.M., Grand Ballroom:

Luncheon, featuring presentation of plaques to winners of the Charles S. Welch packaging Awards of 1952 by H. L. Brooks, chairman, Charles S. Welch Award Committee.

2:30 P.M., Astor Gallery:

"Let's Face Facts on Advertising and Promotion"; "Let's Face Facts on Where Toiletries Are Bought"; speakers unannounced at press-time.

Wednesday, May 13

10:00 A.M., Astor Gallery:

"Let's Face Facts on Consumers' Buying Trends"; "Let's Face Facts on Product Research."

12:30 P.M., Grand Ballroom:

Luncheon, featuring presentation of golf tournament trophies by Paul H. Douglas, chairman of the Golf Tournament Committee.

2:30 P.M. Closed Meeting for manufacturers.

Thursday, May 14

10:00 A.M., Astor Gallery:

Meeting of the Scientific Section. Election of officers.

12:30 P.M., Grand Ballroom:

Presentation of CIBS award to author of the best paper given before the T.G.A. Scientific Section during 1952.

2:30 P.M., Astor Gallery:

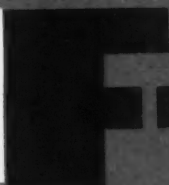


LET'S GET DOWN TO "Essentials"

Felton Quality Control
starts right back at
the prime source.
That's why discrim-
inating users consider
the Felton Essential
Oils listed here always
the best dollar values
offered.

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| <input type="checkbox"/> Almond | <input type="checkbox"/> Labdanum |
| <input type="checkbox"/> Anise | <input type="checkbox"/> Lavandin |
| <input type="checkbox"/> Bay | <input type="checkbox"/> Lavender |
| <input type="checkbox"/> Bergamot | <input type="checkbox"/> Lemon |
| <input type="checkbox"/> Birch | <input type="checkbox"/> Lemongrass |
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| <input type="checkbox"/> Cananga | <input type="checkbox"/> Orange |
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| <input type="checkbox"/> Clove | <input type="checkbox"/> Sandalwood |
| <input type="checkbox"/> Copaiba | <input type="checkbox"/> Spike |
| <input type="checkbox"/> Coriander | <input type="checkbox"/> Spearmint |
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| <input type="checkbox"/> Geranium | <input type="checkbox"/> Vetiver |
| <input type="checkbox"/> Grapefruit | <input type="checkbox"/> Wintergreen |
| <input type="checkbox"/> Guaiacwood | <input type="checkbox"/> Ylang Ylang |

GET IN TOUCH WITH US NOW FOR LATEST QUOTATIONS!



AROMATICS

• PERFUME BASES

• ESSENTIAL OILS

FELTON

CHEMICAL COMPANY, INC.

Meeting of the Scientific Section, continued.

The Scientific Section meeting on May 14 will feature papers on:

"The Action of Detergent Hexachlorophene Mixtures on the Bacterial Flora of the Cutaneous Surface" by Irving H. Blank, Ph.D., Research Associate in Dermatology, Harvard Medical School, Massachusetts General Hospital;

"Difficulties Encountered in the Use of Polyethylene as a Packing Material," by C. F. Wight, van Ameringen-Haebler, Inc.;

"Repeated Insult Patch Test Method," by Herman A. Shelanski, Industrial Toxicology Laboratories, Philadelphia, Pa.;

"Musk Compounds; A Chemical Survey," by Sidney M. Spatz, Ph.D. and Ernest H. Polak, Polak's Fruit Works, Middletown, N. Y. and Amersfoort, Holland, respectively;

"Stress and the Protective Mechanism of the Surface of the Skin," by Eugene Traugott Bernstein, M.D. and Gabriel Barnett, M.S., respectively Chief of the Department of Dermatology, Beth David Hospital, and Cosmetic Research Chemist, Warner-Hudnut, Inc.;

"Humectancy and Viscosity Effects of Glycerine in Cosmetics," by J. B. Segur and C. S. Miner, Jr., the Miner Labs.;

"Methods of Determining Skin Emollients," by E. T. Hinkel, Jr., M. L. Tainter and F. C. Nachod, Sterling-Winthrop Research Institute;

"Developments and Problems with Cosmetic Aerosols," by E. Young, et al, E. I. du Pont de Nemours & Co., Wilmington, Del.; and

"Shampoo Formulation," by H. W. Zussman, Alrose Chemical Co.

F.T.C. Stops Mineral and Vitamin Compound Claims

The Federal Trade Commission has ordered the distributor of a mineral and vitamin compound to cease advertising its products as helpful in treating a blotchy skin or other skin irritations.

British Doctors To Cease Prescribing Free Cosmetics

British doctors, backed by the County Health Executives, have ceased supplying toiletries and cosmetics without charge under the free National Health Scheme. Items which will not be issued include dusting and denture powders, baby soaps and creams, shampoos, hair tonics, certain disinfectants, and skin creams. Doctors

have been warned that prescribing of these items will result in their paying the cost themselves, subject to appeal.

W. J. Thomas Retires after 71 Years with W. J. Bush & Co.

W. J. Thomas, after completing 71 years' service with W. J. Bush & Co., Ltd., has retired as chairman of W. J. Bush & Co. (Aust.) Pty. Ltd., and a director of the parent company, W. J. Bush & Co., Ltd., of London.

Now 88 years old, it was one June 25, 1882, that Mr. Thomas entered the employment of Bush and, within 10 years, he proceeded to Melbourne to become the Australian branch manager. In 1937 he was appointed director of the English company and in 1949 he became chairman of the board of directors of the reformed organization located in Australia.

He is planning to go on a three months' ocean trip in June. With his daughter, Mrs. A. Sheldon, he visited the United States and Canada last summer, en route to England.

Manufacturer Fails to Collect Excise Tax, Won't Get Refund

The manufacturers' excise tax on toilet goods is not an abnormal deduction, according to a ruling of the Tax Court of the United States in rejecting a claim by the Campana Corp.

The Campana Corp. had sought a refund of additional manufacturers' excise taxes from the Collector of Internal Revenue on the basis that it had failed to obtain reimbursement from its distributor, the Campana Sales Corp., as required by an agreement between the two firms.

SCC Announces Program of Its May 15 Technical Meeting

The program of the annual S.C.C. spring technical meeting, to be held at Hotel Biltmore, New York City, on May 15, has been announced.

Dr. L. W. Hazleton, Hazleton Labs., will present a paper on "The Application of the Biological Sciences to Cosmetics"; Dr. Dean Foster, United States Testing Co., will speak on "Experimental Analysis of the Psychological Properties of Cosmetics"; Dr. Irving L. Milberg, Skin and Cancer Unit, NYU Bellevue Medical Center, on "Baldness"; Dr. S. G. Clyman, Skin and Cancer Unit, NYU-Bellevue Medical Center, on "The Pigmentation of the Skin and Hair"; Miss Helen E. Wassell, Mellon Institute, on "Amine Soap Hair Shampoos"; Harry Hausdorff, Perkin Elmer Co., on "Some Infra-red Applications to the Analysis of Cosmetics and Essential Oils"; Dr. Thomas Cifelli, Jr., on "The Need for Scientific Data in a Cosmetic Patent Program"; and Dr. H. A. Shelanski and Dr. M. V. Shelanski, Industrial Toxicology Labs., will present a paper on "Toxicity Studies on Actamer."

F.T.C. Warning on "Indelible" Lipstick Advertising Seen

The F.T.C. is expected to warn lipstick manufacturers that they must cease describing lipsticks as smear-proof or indelible or otherwise claim that the lipsticks can not be smeared after being applied. However, lipsticks which are difficult to remove and are resistant to staining may be advertised in such a way that the public won't be deceived. The agency has completed its preliminary study of lipstick advertising.



William Phillips, retired chief perfumer of Lever Brothers, with Mrs. Phillips, accepts congratulations on his 70th birthday from Mr. and Mrs. John Gilman. Mr. Gilman, vice-president of Ray S. Durstine, Inc., was formerly vice-president in charge of advertising for Lever Brothers. A group of twenty of Mr. Phillips' former associates celebrated the occasion recently at dinner at the Plaza Hotel in New York.

CIBS to Award for Best Cosmetic Scientific Paper

The Cosmetic Industry Buyers and Suppliers Assn. will make a cash award of \$250.00 to the author or authors of the best scientific paper presented at the meetings of the Scientific Section of the Toilet Goods Association during 1952, and published in the Proceedings of the Scientific Section of the T.G.A.

The award will be presented by CIBS President, Robert A. Armstrong, of Goldschmidt Chemical Corp., at the luncheon of the next meeting of the T.G.A. Scientific Section to be held at the Waldorf-Astoria Hotel, New York, May 14. The publication committee of the T.G.A. Scientific Section Proceedings will act as a judging committee in the selection.

This award is another effort on the part of the CIBS as the organization representative of the younger elements of the cosmetic industry, to further the growth and stability of this industry.

Morristown Plant Opens with "Welcome Mennen Week"

A "Welcome Mennen Week" Committee has been formed to organize the week-long, May 11-16, ceremonies and celebrations marking the opening of the new Mennen Co. plant on a 100-acre site near Morristown, N.J.

New Jersey State officials, congressional representatives, and local officials are expected to attend the official opening. A Mennen Carnival, featuring stage, screen, radio and TV stars will be free to the community. Community, School Suppliers and Mennens' Customers Days have been designated.

Mich. Chemical, Allied Industries Assn. Tours Brewery

Members and out-of-town guests of the Chemical and Allied Industries Assn. of Michigan attended a special Stroh Brewery Nite last month, featuring an hour-long tour through the brewery. The tour was followed by a buffet style dinner and sampling of the firm's products in the Tap Room.

Dr. G. L. Royer Views Tools of Chemists at Meeting

The tools of the modern analytical chemist were discussed and illustrated by Dr. George L. Royer, director, analytical chemistry, Calco Chemical Div., American Cyan-

amid Co., at the recent 1953 Student Award Meeting of the New York Chapter of the American Institute of Chemists.

Dr. Ernest Guenther Back from Lecture Tour

Dr. Ernest Guenther, vice president and technical director of Fritzsche Brothers, Inc., is back at his New York headquarters after a successful series of four lectures presented under the auspices of local sections of the American Chemical Society in Kingsport, Chattanooga and Nashville, Tenn., and in Winston-Salem, N. C. A fifth lecture was given for the local Lions Club in Columbus, Ga.

Dr. Guenther's talks accompanied by full-color motion pictures covered essential oil production throughout the western world. These pictures, taken by him on various occasions in North, Central and South America, provided graphic documentary evidence of the important strides that have been made in developing new essential oil producing sources in the Western Hemisphere.

Dr. Guenther presented a paper on the use of spices and oils in meat products during last month's meeting of the American Meat Institute in Chicago.

Doubts F.D.A., F.T.C. Will Act Against Hair Lacquers

It is questionable that the F.D.A. or F.T.C. will act on aerosol hair lacquers unless it can be shown that the presence of an inflammable solvent would make them unsafe when used as directed or under customary or usual conditions of use, N.B.B.M.A. Washington counsel Jacob Reck believes.

Rutgers University's Pharmaceutical Conference May 13

Rutgers University's 2nd Annual Pharmaceutical Conference will be held on May 13.

Cosmetic Credit Men Meet in Philadelphia

The February meeting of the Drug, Cosmetic & Chemical Credit Men's Assn. was held in the Penn Sheraton Hotel, Philadelphia as a convenience to the members in the Philadelphia, Wilmington and Baltimore areas. Hitherto all meetings have been held monthly in New York. The innovation proved to be most successful and is likely to be continued at intervals.

Bill Would Repeal War Rate Tax on Toiletries

A bill which would repeal war tax rates on toiletries, H.R.5, is currently awaiting action by Congress. The bill would also fix the drawback on distilled spirits used in the manufacture of nonbeverage products at the rate of \$5 instead of the present \$6 per proof gallon. This reduction is automatically provided for in existing law, to take effect April 1, 1954.

Coty Releases Educational Films for TV, Group Use

Coty has produced a series of films, described as "of an entirely uncommercial nature," for stores, television programs, club groups, schools, and colleges, etc., where an audience of at least 100 persons is assured.

The films include "Story of Perfume," running over 11 minutes, which starts from the conception in the laboratory through the manufacturing and packaging to the correct use; "Beauty is a Science," running over 12 minutes, showing the manufacture of several Coty products, with a model demonstrating make-up routine; and "Vitamins for Beauty," running over 7 minutes, showing the research by Coty chemists preceding the manufacture of its Vitamin A-D Complex Cream, and a demonstration of correct massage movements. Both color and black and white prints of the films are kept at each Coty branch office.

J. K. Barraclough Talks on Dyes at British SCC Meet

"Dyes" were discussed in a paper presented by J. K. Barraclough, B.Sc., A.R.I.C., at the fourth Scientific Meeting of the 1952-1953 winter session of the Society of Cosmetic Chemists of Great Britain at the British Colour Council in London on March 3. At a previous meeting J. G. Fife, M.Sc., Ph.D., F.R.I.C. spoke on the granting of patents in Great Britain.

Dermetics Appoints Three to Sales Posts

Nelson Millard, new sales manager at Dermetics, has made the following appointments: Wm. N. Benson will cover New York, John T. Hartan, the Southeastern territory; and Raymond V. Hayes New York State, New York City and environment.



APRIL

Sampler

335—ABROSE 22

A fragrance that captures the depth of the rose de mai, recommended to be used side by side with the absolute, as an extender and as a basis for the building of florals of all types where a rose specialty characterized by its strength is required.

1 lb. \$18.00 1 oz. \$1.50
STANDARD AROMATICS, INC.
88 University Place, New York 3, N. Y.

336—AMBER SOLID NA

An unusual fixative with a soft, sweet amber note for compounding almost any type of perfume oil for use in perfumes, colognes, toilet waters and powders. Invaluable in providing good, lasting fixation.

1 lb. \$12.00 1 oz. sample \$1.00
NAUGATUCK AROMATICS
254 Fourth Avenue, New York 10, N. Y.

337—BALLERINA

For "evening wear." This new perfume oil combines class and standing with a harmonious and subdued tonal quality and very slowly ebbing lasting odor of subtle character.

1 oz. sample \$5.00 1 lb. \$78.50
POLAK'S FRUTAL WORKS, INC.
Middletown, New York

338—CETYL ALCOHOL— ODOR FREE

An absolutely white, highest purity Cetyl Alcohol. Specifically designed for use in fine cosmetics since it is completely free of any foreign odor. Therefore, only the desired fragrance of your product appears. Surpasses TGA-NF specifications. Competitive prices. Bulletin on request.

1 lb. sample—\$1.00
ACETO CHEMICAL CO., INC.
40-40 Lawrence St., Flushing 54, N. Y.

339—CHANTINE New Perfume Oil Concentrate

This new perfume oil has a sweet, delicate, feminine fragrance with wide appeal and great adaptability in all cosmetics and toiletries. Possesses unusual lasting powers and contains all of the necessary fixative properties.

2 oz. sample \$1.50 1 lb. \$9.50
AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street, New York 16, N. Y.

NEW DUAL-USE COUPON for YOUR CONVENIENCE for

1. Requesting Information or Literature
2. Ordering Samples

The handy coupon on the third page of the Sampler Section is divided in two sections. As you will see, one section is to be used *only* when further information and literature is wanted. The other section is for ordering Samples.

Technical Abstracts

Antiseptics for Foodstuff. XLI. Fukujiro Fujikawa and Shigeru Hatanaka (Kyoto Coll. Pharmacy). J. Pharm. Soc. Japan 71, 17-18 (1951) cf. C.A. 45, 775c. Salicylic, thiosalicylic, m- and p-aminosalicylic, m-chlorosalicylic, o- and p-aminobenzoic acid. Et p-aminobenzoate at the concn. of 0.001-0.01 per cent were ineffective in preventing mold growth on soy sauce. XLII. Fukujiro Fujikawa and Akimasa Toluoka. Ibid. 18-19. By using p-HOC₆H₄-CO₂Pr (1) (0.003-0.005%) as a control, atranol and monochloroisatranol showed stronger antiseptic action than I; monochloro-b-oryclaldehyde and b-oryclaldehyde showed about the same efficiency as that of I. Orcylaldehyde, dichlorocylaldehyde, and monochloroisohematommic acid were less efficient than I. Chem. Abs. 45, 4843 (1951), #11.

The Use of Some Imitation Flavors for Masking Distasteful Drugs. III. Castor Oil, by Durward Neal Entrekin and Chas. H. Becker. An investigation was made to determine the relative efficiencies of some imitation flavor concentrates, actually prepared from the basic ingredients, as masking agents for the initial and obnoxious tastes of castor oil. The imitation flavors were compared with some official flavoring agents. The concentrations of the flavors, sugar, and acid in the imitation flavored syrups were kept constant throughout the investigation. Further research should be carried out as to the effect of varying these concentrations. Results show that most imitation flavored syrups used in this investigation were significantly better than water for masking the disagreeable taste of castor oil. However, none of the flavors used, official as well as imitation, was significantly better than syrup. U.S.P.

Cosmetic Compositions Containing Palm and Olive Oils or Fatty Acids and No Alkali Hydroxides. Luigi Bertozzini. Ital. 464,151, June 23, 1951. Two examples are given: (1) palm oil fatty acid 4, olive oil fatty acids 4, spermaceti 2, liquid petrolatum 15, H₂O 85, and triethanolamine 2.2 parts; (2) palm and olive oil fatty acids 10, liquid petrolatum 20, petrolatum 5, triethanolamine 4, H₂O 120 parts. C. Scandura. C.A., 46, 10, 4751.

340—CIVET PASTE W

Supplies the same lift as genuine civet at a fraction of the cost. Even a better fixative than the genuine and twice as strong. Equal to civet in blending and sweetening qualities with less tendency to discolor.

\$33.00 lb.
1 oz. sample \$2.20
SCHIMMEL & CO., INC.
601 West 26th St., New York 1, N. Y.

341—CIVETIANE

A replacement for the absolute, safe for use in cosmetics; outlasts genuine Civet.

\$44.00 lb. 1 oz. sample \$3.00
PERFUMERY ASSOCIATES, INC.
135 Fifth Ave., New York 10, N. Y.

342—COFFEE ARABICA X 3270

A synthetic reconstruction of the genuine coffee flavor of unknown strength and tenacity. A 1/2-oz. to 1-oz. per 300 lbs. gives your finished product a real true-to-nature coffee flavor.

Trial pounds: \$20.00 postpaid
SLUYS ROCKFORD, INCORPORATED
Rockford, Michigan

343—COLOGNE KM NOVILLE

The classical type of odor for a summer Eau de Cologne. Lasting, pleasing and so very refreshing.

1 oz. Sampler—\$ 1.00
1 lb. — 16.00
NOVILLE ESSENTIAL OIL CO.
1312 Fifth St., North Bergen, N. J.

344—CYCLAMAL (Cyclamen Aldehyde)

The accepted raw material for the creation of Lily-of-the-Valley, Muguet and Lilac fragrances. Stable in soap, it is also used in the finest perfumes and colognes for its lasting quality and cleanness of aroma.

One Pound—\$6.90 One Ounce—\$0.50
VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N. J.



APRIL

Sampler

345—FLORALEI #9

A refreshing fragrance, well fixed and long lasting. Suitable for Creams, Lotions, Shampoos, Powders, Etc.

\$5.00 per lb.
\$1.00 for 2 ozs.

PERRY BROS., INC.
220 Flushing Ave., Brooklyn 5, N. Y.

346—FORSYTHIA-VERLEY

New interpretation of this fresh har-binger of Spring. Delightful to use as a base on which to develop a new blend or can be used, as is, for cologne, creams, lipstick and other cosmetics.

\$16.00 per lb.

ALBERT VERLEY & CO., INC.
Chicago, Ill.—New York, N.Y.

347—FOUGERE #12

Our Fougere #12 is a fresh delicate scent imparting a flowery and exotic note that is appealing and enduring.

1 oz. Sample—\$1.00
\$12.00 per Pound

FLORASYNTH LABORATORIES, INC.
1513-1533 Olmstead Ave., New York 61, N. Y.

348—HYDRO MAGNOLIA

The lovely fragrance of the Magnolia flower, fresh, heady and intoxicating is faithfully captured in this new creation. Its low cost makes its use of particular interest in many compositions.

Price per lb. \$6.70

ROURE-DUPONT, INC.
366 Madison Ave., New York 17, N. Y.

349—JACINTHAL

An acetal having great stability. It will not discolor or irritate the skin. Try it to give life and sparkle to your floral odors; use 1 to 5%. Particularly valuable in cosmetic fragrances.

One Pound—\$16.25
One Ounce—\$1.50

VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N. J.

350—LANOLIN DERIVATIVES

Oil-soluble and water-soluble emulsi-fiers combining desirable lanolin char-acteristics with ease of use in creams and hairdressings. Information and samples on request.

ATLAS POWDER COMPANY
Industrial Chemicals Dept., Wilmington 99, Del.

Deodorant. Pedro Subiracha Bach. Span. 198,884. Sept. 18, 1951. CuSO₄ 10, alum 20, ZnSO₄ 30-55, ZnCl₂ 160, formol 75-180, and NaCl 20 parts are dissolved in water, HCl is added to acidify without making a toxic soln.; 8-20 drops of bromo-acetone/1. is added, and the soln. is fil-tered, and bottled. This soln. is used in 10% aq. solns. to deodorize very fetid sub-stances and in 2% solns. for spraying. Chem. Abs. 46, 18, 8816, 1952.

Deterioration of Orange Oil. Hector Flores (Monsanto Chem. Co., Dayton, Ohio) and Roy E. Morse. *Food Technol.* 6, 6-8(1952). Nordihydroguaiaretic acid and propyl gallate protected orange oil against oxidative deterioration, but vanillin and ethylvanillin were not effective. Changes in organoleptic terpenes were followed by changes in peroxide value. The crit. peroxide value was about 20 millimoles per kg. of oil. Bleaching of the carotenoid pigments followed terpenes closely. The tin plate of the container lid corroded progressively as terpenes developed. Acetic anhydride was used as one of the solvents for the peroxides. The use of an emulsifying agent such as Monsanto's AE-1 aided in yielding a well-defined end point. A chain mechanism for autooxida-tion of d-limonene is postulated. J. J. Powers. *C.A.*, 46, 16, 7674.

Cholesterol. P. Vatteradt and James McNellis and Botany Mills, Inc. U.S. Pat-ent No. 2,598,468, dt. May 27, 1952. Cho-lesterol is produced in greater yield and purity from lanolin alcohols by dissolving the alcohol in a mixture of 85% acetone and 15% methyl alcohol at 134° F, then lowering the temperature to that at which lanosterol is precipitated from the solu-tion, filtering off the lanosterol evaporat-ing the solvent, redissolving the mixture in ethylene dichloride and adding a mix-ture of 2-98% maleic acid and 98-2% ox-alic acid in the proportion of 7.5-10% to 92.5-90% lanolin alcohol to form an addi-tional product with cholesterol at 180° F. The temperature is then lowered to 70-80° F to crystallize the cholesterol addition product. It is filtered off and dissolved in an alcohol or ketone solvent at about 140° F and then cooled until the purified chol-esterol precipitates. (C.A.) I.S.J. 18, 158, 1952.

Cosmetic Preparation. Hilde Nowak. Austrian 171,720, June 25, 1952. A cos-metic prepn. for the care of the skin is made by mixing glycerol 72, lemon juice 20, camphor 7, and volatile oils 1 part. Chem. Abs. 46, 18, 8816, 1952.

351—MICROGEL WATER PERMANENT 999

covers with 2% to 5% the disagreeable odor of cold wave liquid.

Trial pound—\$5.00 (postpaid)

SLUYS ROCKFORD INCORPORATED
Rockford, Mich.

352—MUSK TONKIN ARTIFICIAL

100% \$21.00 LB.

Increasing acclaim and acceptance im-pel us again to feature this unusual product this month. A 10% to 15% solution remarkably simulates the Natu-ral 4 oz./gal. Tincture.

1 oz. sample—\$1.50

FLEUROMA, INC.
38 West 21st St., New York 10, N.Y.

353—MYSTINE Sweet, Exotic, Woody Fragrance

An outstanding, new perfume oil con-centrate for your perfume, cologne, toilet water, sachet and bath oil. Em-bodies all the sweetness, warmth and last qualities of today's most popular fragrances. Convince yourself!

2 oz. sample \$1.50 1 lb. \$9.50

AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street, New York 16, N. Y.

354—RED LILAC NOVILLE

The ever pleasing fragrance of the Red Lilac, a clear fresh top note with an exotic fond. For use in perfumes and cosmetics as well as in compositions when a spring-flower-like Bouquet is wanted.

1 oz. Sample—\$ 1.00
1 lb. — 16.00

NOVILLE ESSENTIAL OIL CO.
1312 Fifth St., North Bergen, N. J.

355—ROSE BULGAR #175-5

It is the Bulgarian type Otto of Rose Imitation to be used in conjunction or in place of Bulgarian Otto. Powerful and true in odor. Ask for a free sample.

\$48.00 per pound.

NEW YORK AROMATICS CORP.
Highbridge, New Jersey

356—SUPER HARTOLAN

The utmost chemical refinement of Lanolin. Minimum Cholesterol content —28%. Pale lemon colored, waxy con-sistency, practically odorless.

1 lb.—\$3.00

CRODA, INC.

51 Madison Ave., New York 10, N. Y.

Sampler

357—VANITROPE

A new powerful and pure, vanilla-like flavor material, 16-25 times the strength of vanillin. Vanitrope will improve your vanilla flavor and will lower your cost. Vanitrope is a brand of propenyl guaiacol. Brochure available.

Price—\$27.00 lb.

FINE CHEMICALS DIVISION OF
SHULTON, INC.
630 Fifth Ave., New York 20, N. Y.

358—VIOLETTE PARMOL

A beautiful Violet with unusual qualities most suitable for blending in finest of Perfumery.

\$40.00 per lb.

ALBERT VERLEY & CO., INC.
Chicago, Ill.—New York, N.Y.

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Fundamentals in the Manufacture of Cosmetics. III. Lipsticks. W. P. Pepper. (*Perfum. Essent. Oil Rec.*, 1952, 43, 123-125; cf. above). The blending of waxes and oils to give the desired consistency is discussed. Oil-sol. dyes frequently cause skin irritation, hence the use of eosins which, although insol. in most waxes and oils, are appreciably sol. in castor oil. K. Foulkes. B.A., B II, p. 864.

Identification of Stabilizing Agents. The present work was undertaken to develop a method for the identification of stabilizing and thickening agents used in food products. The materials studied were pectin, de-esterified pectin, algin, Irish moss, gum tragacanth, gum karaya, locust bean gum, starch, agar, gum arabic, gum ghatti carboxymethylcellulose, methylcellulose, and gelatin. A proposed identification scheme is based on precipitation reactions with calcium chloride, sodium hydroxide, barium hydroxide and lead acetate. In addition, reactions of the stabilizing agents with a cationic soap, ammonium sulfate, mercuric nitrate, papain, and gelatin are listed. The proposed scheme should be useful for identification of individual stabilizing agents in mixtures of these materials or isolated from foods. A.C., 24, 9, 1461.

360—YLANG YLANG SYNTHETIC #20

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Book Reviews

667-5-
R601 1916
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MANUAL FOR THE ESSENCE INDUSTRY. Erich Walter. 6x9 in., 427 pages. The Continental Press. 1952. Price \$8.00.

This is a reprint of the first edition which originally was published in 1916. No new matter has been added. The book was long regarded as a standard work for the flavoring products industry, the literature of which is far too fragmentary in view of its growing importance. Chapter headings are: Taste and Transfer of Flavor to Foods and Beverages; Raw Materials Yielding Different Tastes; Laboratory Practice; Non-Alcoholic Beverages; Manufacture of Liquors, Liquors, Spirits and other Alcoholic Beverages; Confectionery, Bakery and Culinary Essences; Coloring Matters for Foods and Drinks; and Cosmetic Essences. There are 37 illustrations of apparatus and many formulas.

1F2
803
X
THE PHOSPHATIDES, by Harold Wittcoff, 564 pages, 6x9 inches, Reinhold Publishing Corp., 1951. Price \$10.

There has been a need for an English text on phosphatides, a need the author is trying to fill.

The subject matter is arranged in a natural sequence, thus making it easy to follow the text. The book is divided into six parts, dealing with chemistry, analytical determination, plant sources, animal sources, biochemistry and physiology and finally the industrial aspects.

It is impossible to argue with the general thoroughness of the author's effort, although there are a few references on cosmetic use that would bear mentioning. Karas certainly made it clear in his report (PB 47526-1947), that lecithin was rather widely used in Germany before and during the war in various cosmetic products and in shampoos in particular. At different times deNavarre has reported on the effect and stability of lecithin in cosmetic creams. Other cosmetic workers, particularly the German and French, have also discussed the subject, a good deal of which has been reported in the trade and technical press.

It would not be out of place to

have included a list of trade named phosphatide derivatives, composition and their source of supply. For this phase of industry has certainly grown in the last ten or fifteen years.

No errors were noted. The book is well printed and bound.—*M. G. deN.*

UNITED STATES DISPENSATORY, Volume II, by Arthur Osol and George Farrar, Jr., with other editors, pages 1929 through 2057, 7x10 1/2 inches, J. B. Lippincott Co. Price \$5.

The present volume is a companion to the 24th edition of the U. S. Dispensatory. It presents the new drug developments in the three year interval following publication of the original.

This addition uses material from the U. S. P. 14th revision, the N. F. 9th edition and the B. P. 1948, along with certain other useful drugs.

Such important new drugs as aureomycin, dicoumarol, ceto-stearyl alcohol, chloromycetin, Irish moss extract, BAL, mono-ethanolamine, 2-ethylhexane-1, 3-diol, methyl cellulose, unguentum emulsificans, hydrophilic ointment, penicillin G, hydrophilic petrolatum, polyethylene glycol 400 and its monostearate, streptomycin, undecylenic acid, cera emulsificans, hexachlorophene, neomycin, sodium tetradecyl sulfate and terramycin have been described.

If you have the Dispensatory, then this addition is a must.—*M. G. deN.*

1F2
13
X
GLYCOLS, an A.C.S. monograph, No. 114, by G. O. Curme, Jr. and Franklin Johnston. Indexed and illustrated, 389 pages, size 6x9 inches. Reinhold Publishing Corp., 1952. Price \$12.

Of the total, 202 pages are devoted to ethylene glycol, 88 pages to derivatives, 84 to propylene glycol, 24 to test methods, 17 to the physiological aspects of glycols and related compounds and only 15 pages to higher glycols.

It is unfortunate that only one foreign polyethylene glycol polymer is mentioned, though quite a few others are in existence and

must be known to the authors. About one page is devoted to the pharmaceutical uses for the polyethylene glycols and their esters, and a miserly 5 lines are devoted to cosmetics.

In the case of propylene glycols tables 9.14 and 9.15 have a familiar resemblance to data in the Dow Chemical Co. booklet which appeared long before the Lemke Publication that gets the credit, while Table 9.12 might be more correctly credited to the several issues of the Bulletin of the N. F. Committee. In addition, the authors are apparently not aware of the use of propylene glycol in the drug, flavor and cosmetic industries, which consume a few thousand drums of the material annually.

A general criticism of the book can be summarized by the statement that the book skimps to a fault on the uses of glycols outside of their use as solvents or anti-freeze, for example. The authors are not aware of much cosmetic literature, for only one reference to a cosmetic trade or scientific journal was noted by this reviewer.

The book is long on methods of making glycols and their physical and chemical properties.

In spite of the high cost of publishing, the book appears to be over priced.—*M. G. deN.*

MALEIC ANHYDRIDE DERIVATIVE, Reactions of the Double Bond, by L. H. Flett and W. H. Gardner, 269 pages, 6x9 inches, John Wiley & Sons, Inc., 1952. Price \$6.50.

The author's theme is the use of maleic anhydride as a basic unit in the building of reactions resulting in the synthesis of pigments, drugs, rubber products and surface active agents among others. The reactions of the double bond are the ones considered.

In developing their work, the authors summarize the reactions, giving a laboratory procedure on one page, and on the opposite page the subject is briefly discussed.

The essence of the book is brevity, but not to the point of leaving out important material. For those who want more information, a well documented bibliography is available.

Obviously, many of the products mentioned are not commercially available. But when they are, later revisions will undoubtedly include more comprehensive discussions.—*M. G. deN.*



Two Parfums Corday employees in the Suresnes, France, factory recently celebrated their 25th anniversary with the firm. Above, the mayor rewards one of them with a kiss. Shown are, from left to right, director Chas. Rosenthal, the celebrities, Mmes. Antoine and Simonin, the mayor, Mlle. Jeanne Wagner, the director's secretary, and Mme. Rosenthal.

ADA Journal Article Attacks Ammoniated Dentifrice Claims

Ammoniated dentifrices fail to reduce tooth decay, according to a report by Dr. B. G. Bibby, director of the Eastman Dental Dispensary, Rochester, N.Y., and Lt. R. R. Hawes of the Air Force Dental Corps, Randolph Air Force Base, Tex., in a recent issue of the *Journal of the American Dental Assn.* The report is based on a one-year clinical and bacteriological study among school children between the ages of seven and 13 years. "There is no satisfactory evidence—notwithstanding the advertising claims—that a dentifrice with a high urea content reduces dental decay," the authors conclude.

TGA Considering Grooming Training for Women Recruits

The T.G.A. has formed a Committee on Women in the Armed Services, headed by Albert M. Behrens, Coty advertising director, to draft and coordinate a good grooming training program for women in the armed forces. Projected plans include instruction at recruiting centers and distribution of a "good grooming manual." The association has set up a special Women in Services Fund of T.G.A., for which contributions are being requested.

Bymart-Tintair Reveals Its Financial Status to Retailers

Bymart-Tintair, Inc. has released a letter to retail outlets revealing sales and financial figures of the company.

According to the statement, the company has more than \$235,000 cash on hand, and retail sales are at the rate of about \$5,000,000 per year. In the first quarter of the fis-

cal year ending February 28, 1953, the net income after interest, taxes, and all charges was \$189,514.91, the letter states. It contrasts this with a deficit of more than a third of a million at the end of June, 1952, when it had less than \$13,000 cash on hand, and owed the banks \$105,000.

American Perfumers Hear Talk on Odorants and Odors Testing

Dr. Dean Foster of the U.S. Testing Corp. spoke on "Quality Testing of Single and Mixed Odorants and Odors" at last month's regular dinner-meeting of The American Society of Perfumers, Inc.

The meeting marked the sixth anniversary of the association which was born March 19, 1947. Albert Dillinger, William H. Barlow and William H. Dunney Sr., beloved first president, made appropriate remarks. Of the 22 who attended the first meeting, ten were present. The association establishes itself soundly as an active force in the development of fragrance products.

BIMS of New York Schedules 1953 Golf Tournaments

BIMS of New York has announced the following golf tournaments for 1953: June 25, Baltusrol, N.J.; July 22, Sleepy Hollow, N.Y.; August 18, Wheatley Hills, L.I.; and September 22, Wykagyl, N.Y.

Daggett & Ramsdell, Inc. Offices Moved to New York

The executive offices of Daggett & Ramsdell, Inc. have been transferred from 420 Frelinghuysen Ave., Newark, N.J., to the Empire State Building, 350 Fifth Ave., New York 1, N.Y. The manufacturing operations of the company continue at the Newark address.

1951 Soap, Detergent Production Sets Record in Canada

Soaps, washing compounds and cleaning preparations were produced in Canada in 1951 to the record value of \$73,719,000, 12 per cent above the preceding year's figure of \$66,018,000, and 9 per cent over the peak value of \$67,587,000 in 1918, reports the Bureau of Statistics. There were 130 plants in operation during the year, 12 fewer than in 1950. Employees numbered 3,742 compared with 3,735, and salaries and wages totalled \$11,506,000 against \$10,340,000. Cost of materials used was \$11,758,000 against \$34,750,000.

Production of soaps from all industries in 1951 amounted to 197,221,000 lbs., valued at \$37,674,000, as compared with 231,891,000 lbs., worth \$38,656,000, the year before.

Production of soap powders amounted to 85,141,000 lbs. valued at \$13,874,000 as compared with 105,696,000 pounds worth \$14,821,000 in 1950. Toilet soaps—except liquid—totalled 35,650,000 pounds worth \$10,479,000 as compared with 40,375,000 at \$11,008,000. Production of bar laundry and household soaps amounted to 21,940,000 pounds valued at \$3,456,000 as compared with 30,330,000 at \$3,774,000; soap chips and flakes, 23,132,000 pounds with a value of \$4,193,000 compared with 29,159,000 worth \$4,036,000; and liquid soaps, 12,483,000 pounds at \$1,540,000 against 11,256,000 worth \$1,445,000. Output of shaving creams totalled 1,390,000 pounds valued at \$1,774,000 compared with 1,270,000 at \$1,593,000.

Production of synthetic detergents in 1951 amounted to 69,929,000 lbs. with a value of \$13,317,000, compared with 51,753,000 at \$9,101,000 in the preceding year. Output of cleaning or scouring powders, pastes and cakes totalled 31,098,000 pounds valued at \$2,889,000 as against 26,735,000 at \$2,316,000; and refined glycerine, 10,099,000 pounds worth \$6,502,000 compared with 13,367,000 at \$3,915,000. Javelle water was produced to the value of \$5,328,000 as against \$1,441,000.

Philadelphia College of Pharmacy, Science 132 Years Old

The Philadelphia College of Pharmacy and Science recently celebrated the 132nd anniversary of its foundation with a formal convocation and an alumni banquet.

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British Trade Fund to Fight Outlawing of Price Fixing

A trust fund of £10,000 has been subscribed by British trade interests to undertake all lawful activities in fighting any move to make "price maintenance" illegal. Moves were made in mid-1951 to introduce legislation whereby price maintenance would become illegal, thereby striking at the root of much branded selling. While that danger has passed for the present the fund is being kept intact under trust, to be used if and when the threat to price maintenance is revived.

Dr. Pepper Co. to Give Seeds with Six-Bottle Cartons

The Pepper Co., Dallas soft drink manufacturer, will supply 2,000,000 packages of seeds, to be given with six-bottle cartons of Dr. Pepper. The nationwide spring promotion will be backed by an extensive advertising campaign.

Grossmith Man Heads British Proprietary Trade Assn.

Robert Gordon Dyas of John Grossmith and Son, Ltd., manufacturing perfumers, has been elected president of the Proprietary Articles Trade Assn. of Great Britain for 1953. The organization watches interests of firms selling branded proprietary articles mainly in the cosmetic, toiletry and allied fields.

S.C.C. Establishes Employment Service

The S.C.C. has established an employment service available without charge to member and non-member chemists and employers.

American Alcolac Corp. Buys Land, Buildings in Baltimore

The American Alcolac Corp. of Baltimore, industrial chemicals manufacturers, has purchased the buildings and 5½ acres of land at 3440 Fairfield Road, Baltimore, from the U. S. Industrial Chemicals Co., Div. of National Distiller Products Corp.

Columbia U. College of Pharmacy Women's Club Party

The Women's Club of the Columbia University College of Pharmacy held a gala bridge, luncheon and fashion show in the Sert Room

of the Waldorf-Astoria Hotel, New York, on April 16.

Edward Sagarin Sales Manager of Standard Aromatics Inc.

As part of a major expansion program Standard Aromatics Inc., New York, announces the appoint-



Edward Sagarin

ment of Edward Sagarin as sales director. Mr. Sagarin has been associated with the perfume materials industry since 1939, is the author of "The Science and Art of Perfumery" and translator of "Natural Perfume Materials." For several years he was a special lecturer on perfume materials and perfumery at Columbia University and has presented papers before various scientific associations. He is also a frequent contributor to scientific journals.

N.B.B.M.A. Board of Directors to Hold Dinner-Meeting June 2

The board of directors of the N.B.B.M.A. will hold a dinner-meeting on Tuesday, June 2, at The Advertising Club, New York, starting at 6 P.M.

Aceto Chemical Co., Inc. Moves Laboratory, Offices

Aceto Chemical Co., Inc. has moved its laboratory and offices to 40-40 Lawrence St., Flushing 54, N.Y.

Fragrance Foundation's Sales-Girl Bulletin Has New Format

The Fragrance Foundation's sales-girl educational bulletin, Counter Points, has a new format, enabling sales-girls to keep all issues in a looseleaf binder.

Pennsylvania Mfg. Confectioners' Assn. Annual Meet

The seventh annual Production Conference sponsored by The Pennsylvania Mfg. Confectioners Assn. will be held at the Lehigh University, Bethlehem, Penn., April 23 and 24.

Tokalon Ltd., London, Now under Board of Directors

Ownership proceedings involving Tokalon Ltd., London, England, have been settled and the company's business and undertaking is now under the control of the board of directors.

S.C.C. of Great Britain to Hold Annual Golf Meet

The Society of Cosmetic Chemists of Great Britain will hold its annual golf meeting on Thursday, April 30, at the Walton Heath Golf Club.

Atlas Powder Co. Acquires Suburban Site for Offices

The Atlas Powder Co., Wilmington, Del., has acquired approximately 45 acres of land about 4 miles north of Wilmington on U.S. Route 202 for the construction of a new air-conditioned office in suburban surroundings.

Richard Hudnut Completes Annual Sales Training Session

Richard Hudnut recently held its annual sales training sessions, which were attended by more than 50 traveling representatives who supervise and train cosmeticians in retail stores throughout the U.S., Canada, Alaska and Hawaii.

Life Tells Charles Antell Success Story

The business success story of Charles Antell, Inc., hair preparations producer, was recorded in the recent American economy issue of Life magazine. Antell's success was viewed along with five other business personalities whom the editors characterized as the "money makers of a new era." The story showed how the firm's advertising approach accounted in 2½ years for a \$12,000,000 volume launched with an initial advertising outlay of only \$240.

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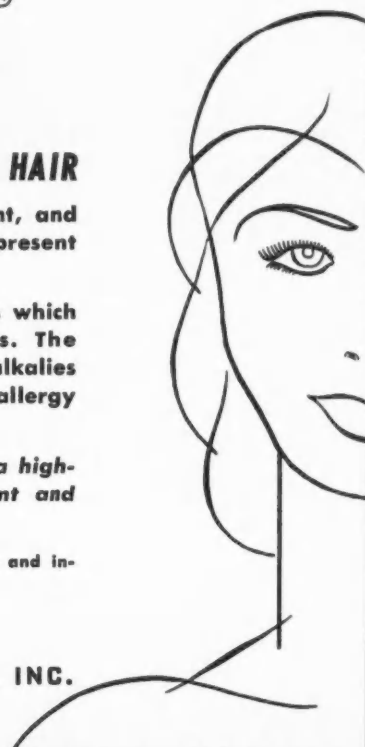
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Taylor Speaks on Detergents before British S.C.C.

A paper on "Detergents" was recently presented by A. Taylor, M.P.S. at a scientific meeting of the 1952-1953 winter session of the Society of Cosmetic Chemists of Great Britain.

Mr. Taylor first reviewed the history of the rapid growth of the use of synthetic detergents and summarized the chemistry of the major detergent products under the classification Anionic, Cationic and Non-ionic types.

The Anionic detergents were dealt with in detail, this large group being sub-divided into four sections: carboxylic acids, sulphuric esters, alkane sulphonates, alkyl aryl sulphonates and the formula, methods of manufacture and uses of each kind of detergent were described.

From the cosmetic chemists' point of view the sulphuric esters were seen by far the most important, the two basic types being distinguished by the sulphate group being attached to the hydrophobic group either directly or via an intermediate link. The sulphated oils, alcohols and olefines are representative of the former, the latter type may be subdivided according to the links joining the sulphate and hydrophobic groups: ester link—sulphated monoglyceride, amide link—sulphated alkylolamide, ether link—sulphated alkylene oxide, or alkyl phenol, miscellaneous—sulphated fatty alkyl mercaptans, etc.

Commercial methods for the production of higher fatty alcohols and the methods of sulphonation were described.

Mention was made of the alkyl aryl sulphonates which, with respect to tonnage, are the most important group of detergents and are based on dodecyl benzene, keryl benzene or dodecyl toluene. Industrially these products possess many economic advantages and provide the bulk of synthetic detergents used for domestic purposes. So far however, they have not found a major outlet in cosmetics.

Cationic types of detergents were classified as amine salts or quaternary ammonium compounds. The former include the sapamines, the latter are represented by cetyl trimethyl ammonium bromide.

The Non-ionic detergents possess the advantages that they are relatively stable to high concentrations of electrolytes and that the degree of solubilization conferred by polar groups is more readily controlled

than is the case with ionizing surface active agents.

The ethyleneglycol polyethers may be prepared by the condensation of an insoluble compound containing reactive hydrogen atoms e.g. a carboxylic acid, amine, amide, or mercaptan, with the alkylene oxide.

Oil soluble surface active agents, e.g. Spans, pentaerythritol and glycerol esters, are manufactured by heating together alcohols (e.g. glycerol, mannitol etc.) with the requisite fatty acid in the presence of a catalyst.

Sequestering agents are of considerable importance, in particular those based on the sodium salts of ethylene diamine tetra acetic acid.

Methods of analysis of detergents were outlined, the more important criteria being, total, active and free fatty matter contents, water content, pH value, inorganic salt content.

To determine the value of a detergent for cosmetic purposes other qualities that may be examined include surface tension, wetting properties, foaming properties and efficacy as a shampoo. The three standard methods of determining foaming properties were mentioned, but the best method of evaluating surface active agents intended for use in shampoos was said to be by practical tests carried out under strictly controlled conditions.

Shampoos provide the major outlet for surface active agents in the cosmetic industry, although considerable quantities are used as minor constituents in other cosmetic preparations.

Liquid shampoos have recently achieved considerable popularity in this country. They may be formulated from alkali-neutralized lauryl sulphates, thickened and opacified with carboxy-methyl-cellulose, soaps, magnesium stearate, etc.

Cream shampoos are usually based on the sodium fatty alcohol sulphates, purchased in powder or paste form. The consistency of the final product may be adjusted by the incorporation of soaps, cellulose derivatives or alginates.

Powder shampoos are often totally spray dried; in this form they possess many advantages including homogeneity, ease of solubility and increased packing volume. The detergent contents vary from about 15 to 45 per cent and "builders" such as borax, phosphates, sodium sulphate, etc. are incorporated, following in some cases fairly closely the formulae of the older soap shampoo powders.

Irritation to the eyes caused by shampoos, has recently been the subject of much discussion, particularly in the U.S.A. Tests have been made in which a solution of the shampoo was instilled into the conjunctival sac of one of the eyes of a rabbit, the other eye being used as a control. Regular observations for inflammation and injury were made. Tests indicate that the gradation of possible irritation is: Cationics greater than anionics

Anionics greater than nonionics

A ratio has been suggested of 10:1:0.5 to 1.0.

With respect to the effect of detergents on the skin Mr. Taylor stated that he had found no evidence that their irritant effect was more pronounced than that of soap: the molecular weights of the alcohols, in particular of the free alcohols, were important in this respect.

Liquid soaps had been shown to be quite as irritant to the eyes as the majority of shampoos prepared from synthetic detergents.

12th Annual N.B.B.M.A. Convention August 15 in New York

The N.B.B.M.A. will hold its 12th annual convention at the Hotel Statler, New York, on August 15. Richard L. Gelb, Clairol, Inc. has been appointed chairman of the convention.

Among Our Friends



David M. Kendall

DAVID M. KENDALL, executive vice-president of Lancome Sales Inc. back in New York from a recent trip to Paris where he attended management meetings with



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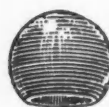
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other executives of the company, is about to start on a series of sales trips to key territories throughout the country.

HENRY R. INTERDONATI, head of the chemical department of George Uhe Co., New York, has resigned to organize Henry Interdonati, Inc. as a broker, sales agent and consultant, specializing in pharmaceutical and industrial chemicals, essential oils and insecticides.

BETTY ROBBINS has been appointed sales representative for Christian Dior Perfumes Corp. for the New York metropolitan area.

DAVID C. KETNER has been elected president of Stoppers, Inc., makers of Stoppers and Chasers breath sweetener confections.

EMMETT J. MARKEY has been appointed "4711" Limited sales representative in Ill., Minn., Wisc., and Iowa.

PRINCE AND PRINCESS ARTCHIL GOURIELLI (Helena Rubinstein) will sponsor a gala Moonlight Mist Ball, embracing dinner, dance and entertainment, on Thursday evening, April 30, at the Hotel Plaza, New York, for the benefit of the New York City Cancer Committee of the American Cancer Society, Inc.

ARTHUR J. RODRIGUEZ has been appointed special sales rep-



Arthur J. Rodriguez

resentative of Floramatic, Inc., covering Latin America, according to president **JACQUES D'AIGREMONT**.

JACQUES D'AIGREMONT, president of Floramatic, Inc., has returned to New York after a four weeks' trip through the principal countries of Latin America. His trip constituted part of a survey which Floramatic, Inc. is at present conducting in order to determine its sales promotion policies in the new year.

HARRY BATES, noted cosmetic chemist, is the author of *Summer Showers*, a mystery just published by Pageant Press, selling for \$3.

CHARLES H. GRIMM, formerly with the Felton Chemical Co., Inc., has been elected vice-president and director of Arnida Products Corp.



Dewey Horning, Wrisley representative in the Michigan area, leaves Idlewild Airport for a one-week vacation with his wife in Bermuda as prize in the annual competition for all Wrisley salesmen. Paul Litkowski, sales manager of the firm's drug and department store division, wishes them "bon voyage."

S. BARKSDALE PENICK Jr., president of S. B. Penick & Co. and a trustee of Princeton University from which he was graduated with phi beta kappa honors, has been elected an honorary president of the American Pharmaceutical Manufacturers Assn.

CHARLES S. PEARCE has been elected honorary chairman of the board of directors of Colgate-Palmolive-Peet Co. of which he was president from 1928 to 1933 and subsequently chairman and a member of the board's executive committee. He began his career with the B. J. Johnson Soap Co. in Milwaukee which changed its name to the Palmolive Co. in 1917. He was elected president of that company in 1924 and was instrumental in merging it with the Peet Brothers Co. in 1926. The Palmolive-Peet Co. then merged with the Colgate Co. in 1928.

HARRY E. WHITMORE has joined the staff of the Reilly Tar & Chemical Corp. to promote the sale of products from their newly formed synthetic organic chemicals department.

DOANE HAGE, director of sales for the Haring Equipment Corp., North American distributors for Kalix-Dupuy automatic tube filling machines, and his wife are vacationing in Florida.

MAX FACTOR, JR., president, Max Factor & Co., left Hollywood March 20 on a combination business-pleasure trip to seven European countries.

DR. PAUL W. JEWEL, chief chemist of Max Factor & Co., arranged a special day of entertainment in Hollywood for wives and feminine members of the American Chemical Society during its annual convention the week of March 16 in Los Angeles.

FRANK DOLLARD has rejoined George Uhe Co. and will handle their industrial chemicals, solvents and DDT sales.

JAMES K. LINDSAY has been elected secretary of Heyden Chemical Corp., taking the place of **PAUL VAN DER STRICHT**, who has resigned.



William R. Agnew

WILLIAM R. AGNEW has been appointed advertising manager of Prince Matchabelli, Inc.

ROBERT J. MILANO, president of the Millmaster Chemical Corp., New York, and of the Berkeley Chemical Corp., Berkeley Heights, N.J., has been elected president of the Salesmen Assn. of the American Chemical Industry.

AMBROSE J. ADDIS, formerly director of the Pepsodent Co. of Canada, Ltd., has been appointed advertising vice-president of the Pepsodent Div. of Lever Brothers Co., replacing **DAVID KETNER**, who has resigned.

EDWARD L. MORGAN has been named by Lady Esther as senior representative of the New York State territory, exclusive of New York City. His headquarters will be in Buffalo.

ALBERT ELIAS has been appointed Harriet Hubbard Ayer merchandise manager.

Bases of
Uniform
Stability
Hold fragrance

W. J. BUSH & CO., Inc.

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• MURRAY Hill 7-5712



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MANUFACTURING CHEMISTS
AROMATIC PRODUCTS

•
FLORAL BASES
ISOLAROMES
 (Fixatives)
TRUODORS
 (For Perfumes and Toilet Waters)

FOUNDED 1908
FLUSHING NEW YORK



I. R. LINNARD has been appointed vice-president in charge of merchandising by Hudnut Sales Co., Inc.

S. H. GOULD, vice-president of the American Pharmaceutical Co., will leave April 30 for an extended business trip to Europe, visiting England, Holland, Switzerland, Western Germany, France and Portugal.

THOMAS H. GREGORY, president of Chanel, Inc., has accepted



Thomas H. Gregory

the chairmanship of the cosmetic committee of the Arthritis and Rheumatism Foundation's 1952-1953 campaign.

NORMAND W. GODBOUT, president of the Empire State Cosmetic Assn., has been appointed Tussy sales representative.

A. T. FIORE, formerly research associate, has been named coor-



A. T. Fiore

dinator of new products development and service laboratories of Givaudan-Delawanna, Inc., and its affiliate, Sindar Corp.

TSUNESABURO YAGI, president of the Picaso Cosmetic Laboratory Ltd., Nishinomiya, Japan, has returned home after visiting

the trade in the United States since the first of the year. He was accompanied by Mrs. Yagi.

JERVIS J. BABB, president of Lever Brothers Co., gave an address on "The Business Republic" before the Economic Club of New York March 10 at the Hotel Astor.

SIDNEY FACTOR, export sales executive of Max Factor & Co., left Hollywood March 20 to conduct a four month's inspection tour of the firm's branches and distributing agencies in seven Latin-American countries.

LEON KAPELSOHN has joined DRO, Inc. and Chemical Specialties Co., New York, as assistant to president HARRY SHAPIRO of both companies. He will concentrate on purchasing, office supervision and management of manufacturing of cosmetics and insecticides.

JOHN J. STEEVES, formerly of Pepsodent, has joined "4711" Lim-



John J. Steeves

ited as vice-president in charge of sales.

DR. RENATO DE BLASIO, physician and dermatologist, is interested in establishing an agency in Italy for a leading American cosmetics manufacturer.

MISS ANNE WRIGHT has been appointed executive vice-president of Christian Dior Perfumes Corp. She was formerly sales manager.

NEIL H. McELROY, president of Procter & Gamble, has been elected to the board of directors of the Chrysler Corp.

WILMORE H. MILLER, vice-president of the Toni division of the Gillette Co., has been named to head Toni's advertising and brand promotion departments.

ALBERT M. BEHRENS has been appointed Coty advertising



Albert M. Behrens

director. He was previously advertising director for both Elizabeth Arden and Lenthéric. He succeeds WALTER NEUBURG, who has retired after being affiliated with Coty for 32 years.

DR. JOSEPH SCHULTZ, president of Lady Esther, and Mrs. Shultz, visited Los Angeles as part of a two-week business trip. Dr. Schultz will also visit Denver and Kansas City.

STUART K. HENSLEY has been named vice-president in charge of sales of the Toni division of the Gillette Co.

Obituary

Francis William Lewis

Francis William Lewis, a director of A. Boake, Roberts & Co. Ltd., London, died March 15 after almost 60 years' service with the company. He joined with the firm in 1894 and became a director in 1921.

It was under his guidance that the concern started the manufacture of fine chemicals and he was intimately concerned in the development of the business until the onset of his illness last November.

Paul J. McGovern

Paul J. McGovern, 57, representative of Alfred Dunhill of London, Inc., and its affiliated companies, Mary Dunhill, Inc. and Alfred Dunhill Men's Toiletries, Ltd., in the southeastern territory of the United States for more than 20 years, passed away suddenly on March 2 as the result of a heart attack. He is survived by his wife, two daughters, and a grandson.

a bottle



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THE OBLONG FOOTED LINE

Available in 1, 2, 4, 8 and 16-ounce sizes

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Los Angeles 39, California

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EVENTUALLY—For better creams, with economy

B-W Lanolin the superior quality puts into your cream that which gives the skin that smooth soft velvety feeling.

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No other base used in your cream, equals the merits of B-W Lanolin.

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America's Original Lanolin Producer
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MASCARA
SUPPOSITORIES
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and

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Market Report

Trading Active; Outlook Favorable

TRADE in essential oils and aromatic chemicals was more active over the past month with buying for the Easter holiday season serving to lift the overall volume. Outstanding, however, was the more favorable outlook regarding the second quarter. There were several reasons for the optimistic feeling, among them being the continued low level of consumer inventories, low prices on a number of widely used articles, and the favorable reports reaching the market from consumer lines.

Menthol turned firmer. Losses in orange oil, Formosan citronella, patchouli, bergamot and several others have placed these articles in one of the most favorable price positions over the past several years. A general price rise in such basic items as soda ash and chlorine was foreseen following announcements by two major producers that they were lifting their price schedules on May 1 by 15 cents and 20 cents per cwt., respectively. It will be the first advance to take place in these tonnage chemicals since October 1, 1950.

Industrial Alcohol Up

Industrial alcohol prices will be moved up 8 cents a gallon and major producers of isopropyl alcohol boosted selling schedules by 3 cents a gallon on April 1. Decontrol of ceilings on lanoline was immediately reflected in the general tone of the market. For some time makers had been caught with low ceilings and steadily mounting grease costs. January and February sales of lanoline reached a record level but profit margins were affected by the high prices makers were forced to pay for grease in the world market without being able to pass along such increases in selling schedules covering the processed material. Some trade observers indicated that lanoline prices would probably rise to 10 cents a pound to offset the higher costs of crude material.

The advance in soda ash will add

to the cost of an extended list of sodium compounds. Low priced offerings from abroad may soften the consequences of rising costs of basic materials at home. A major producer will increase prices on a full line of its phosphates on May 1 by 20 cents per hundred pounds due to the rise in soda ash costs as well as other increased costs. Phosphates are used in the manufacture of soaps, detergents, industrial cleaners, and some food products.

Heavy Glycerin Supply

Heavy glycerin arrivals from virtually all parts of the world served to keep domestic supplies in closer balance with demand, but the general outlook favors a continued firm market. Some consumers have displayed greater concern about a possible rise in refined glycerin prices over the second quarter. January imports rose to over 5,000,000 pounds thus resulting in an increase in stocks to 40,608,000 pounds in January in contrast to 37,716,000 pounds on hand at the end of December. Domestic production increased from 16,984,000 pounds in December to 17,398,000 pounds in January. Output of domestic crude glycerin is well sold ahead. Sales of soap lye were reported at 30½ cents a pound f.o.b., the plant or 31 cents a pound delivered.

Fatty acids registered increases over the past month reflecting higher tallow and basic vegetable oil costs. Tallow and greases displayed considerable strength. Trading turned more active with both domestic buyers as well as exporters being represented in the activity. The outlook in floral oils continues firm particularly with respect to lavender and lavandin. Reports from France have indicated an indifference on the part of exporters and as a rule shipping prices have been gradually working higher.

Although fluctuations in geranium oil have been confined within narrow limits, the trend has proved highly irregular. Prices sag on a period of inactivity and immediately

turn firmer on the appearance of any real buying interest. The cost of patchouli is believed to be getting down to a level that should tend to encourage its use where substitutes had previously been employed. The advance in menthol was highly significant in view of the extended period of falling prices over the past year. The late reversal in the downward trend could be attributed to a number of factors including a smaller production in Brazil this year, higher prices paid for material by European buyers in Japan and the fact that stocks of Chinese menthol are virtually exhausted in the absence of direct replacements for more than a year.

Vanilla

A good outlook continues to prevail in vanilla beans following the recent flurry of activity which was accompanied by higher prices. Comparatively few offerings were coming out of Madagascar or Marseilles and in the face of a very definite shortage of firsts and prime beans recent trading here has largely been confined to thirds, fourths, or manufacturing grade beans. High shipping prices have been received from Java. The Mexican varieties are reported to be gradually working toward higher price levels.

Recent slight losses in spot prices for fatty grades of carnauba wax failed to reflect the generally strong situation in Brazil. Unless some unforeseen development takes place in the primary center, the lower spot prices on the fatty grades may prove temporary or until such time as the greater portion of the recent 1,000 ton lot that arrived here is disposed of. Replacement costs in Brazil remained well above the prices prevailing in this market. Moreover the yellow grades are in a very tight supply position. Crude beeswax displayed a fair degree of strength over the past month with importers pointing to a reasonably good demand for all varieties.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	2.85@	4.25	Java	1.10@	1.35	Marjoram	3.10@	3.60
Sweet True	.55@	.90	Java type	.47@	.80	Neroli—		
Apricot Kernel	.38@	.60	Cloves, from buds	9.50@	10.00	Haitian	100.00@	120.00
Amyris	1.75@	2.00	Leaf	2.80@	3.75	French	220.00@	250.00
Angelica Root	90.00@	115.00	Copaiba	2.00@	2.35	Nutmeg, East Indies	3.35@	4.00
Angelica Seed	60.00@	90.00	Coriander	20.00@	28.50	Ocotea Cymbarum	.55@	1.00
Anise, U.S.P.	1.95@	2.50	Croton	4.50@	5.25	Olibanum	5.60@	7.85
Avocado	1.00@	Nom'l.	Cumin	4.45@	5.30	Opopanax	45.00@	48.00
Bay	1.55@	2.10	Dill—			Orange, Florida	.65@	.80
Bergamot	11.25@	12.75	Weed	4.10@	4.60	Brazilian	1.50	Nom'l.
Artificial	3.00@	4.25	Seed, Indian	3.00@	3.90	Calif., exp.	.85@	1.00
Birchtar, crude	1.85@	2.15	Erigeron	6.50@	7.00	Distilled	.70@	
Birchtar, rectified	2.75@	3.30	Eucalyptus—			Origanum	2.15@	2.85
Bois de Rose	3.50@	3.85	80-85%	1.00@	1.35	Orris Root, concrete (oz.)	6.50@	8.75
Cajeput U.S.P.	2.25@	2.75	70-75%	.75@	1.25	Concrete, extra	10.50@	15.00
Cajeput (technical)	2.00@	2.35	Fennel, Sweet	2.40@	3.00	Patchouli	7.50@	10.00
Calamus	10.25@	18.00	Garlic (oz.)	9.50@	11.00	Pennyroyal, European	2.35@	2.75
Camphor "White"	.28@	.50	Grapefruit	2.80@	3.15	Peppermint natural	5.25@	5.65
Cananga, native	10.50@	11.65	Geranium, Rose, Algerian	12.50@	20.00	Redistilled	5.80@	7.00
Rectified	11.00@	12.50	Bourbon	12.00@	16.50	Petitgrain	2.45@	3.00
Caraway	2.65@	3.50	Turkish	7.25@	8.60	Pimento, Berry	4.50@	5.75
Cardamon	40.00@	50.00	Ginger	12.85@	13.50	Leaf	2.45@	2.80
Cascarilla	35.00@	40.00	Guaiac (Wood)	1.65@	2.00	Pinus Sylvestris	2.50@	3.00
Cassia, rectified, U.S.P.	5.35@	6.25	Hemlock	2.15@	2.75	Pumilio	3.15@	4.00
Cedar leaf U.S.P.	2.15@	3.00	Juniper Berry	2.35@	3.50	Rose, Bulgaria (oz.)	58.00@	72.50
Cedar Wood	.50@	.75	Laurel leaf	9.75@	12.60	Synthetic, lb.	30.00@	35.00
Celery	16.50@	20.00	Lavandin	2.50@	3.10	Rosemary, Spanish	.70@	1.00
Chamomile Hungarian	240.00@	285.00	Lavender, French 40-42%	6.25@	7.75	Sage—		
Cinnamon—			Spike	1.65@	2.40	Spanish	.90@	1.35
Bark	21.50@	45.00	Lemon, Calif.	6.00@	6.50	Dalmation	6.85@	8.35
Leaf	1.50@	3.00	Italian	5.90@	9.75	Sandalwood, N. F.	10.00@	10.75
Citronella, Ceylon	.55@	.90	Lemongrass	1.35@	1.50	Sassafras—		
			Limes, distilled	6.25@	7.40	Artificial	.55@	.75
			Expressed	7.75@	9.50	Snake root	31.00@	35.00
			Linaloe wood	3.00@	3.85	Spearmint	8.25@	9.00
			Lovage (oz.)	10.00@	12.00	Spruce	2.25@	2.75
			Mace	3.00@	4.15	Sweet birch Southern	2.10@	3.00

MODULAN

MODULAN is a chemically treated lanolin containing all the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties.

It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

Investigations now being conducted indicate that **MODULAN** is hypo-allergenic.

SOLUBILITY— Because of induced chemical differences in molecular structure, **MODULAN** is far more hydrophobic than lanolin and forms clear solutions in mineral oil.

TEXTURE— **MODULAN** solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

COMPATIBILITY— Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, **MODULAN** can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, **MODULAN** deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

Detailed information available on request.

AMERICAN CHOLESTEROL PRODUCTS
INCORPORATED
MILLTOWN • • • NEW JERSEY



Northern	4.95@	8.00
Tansy	8.35@	9.00
Thyme, red	2.00@	2.85
White	2.00@	3.10
Valerian, extra	75.00@	88.00
Vetiver—		
Bourbon	20.50@	21.00
Haitian	18.00@	25.75
Java	29.00@	31.50
Wintergreen, Southern	3.90@	15.75
Northern	7.25@	14.00
Wormseed	8.80@	9.40
Wormwood	5.75@	6.85
Ylang Ylang, Bourbon	20.00@	32.50
Haitian	12.85@	Nom'l.

TERPENELESS OILS

Bay	3.00@	3.60
Bergamot	17.25@	20.00
Grapefruit	75.00@	90.00
Lavender	10.00@	14.25
Lemon	53.70@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	110.00@	135.00
Peppermint	13.25@	15.00
Petitgrain	5.25@	6.10
Spearmint	14.00@	16.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetophenone	1.40@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	2.40@	2.75
Aldehyde C 8	9.00@	11.00
C 9	16.75@	17.10
C 10	7.30@	7.75
C 11	18.60@	20.00
C 12	15.00@	15.75
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate	.55@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.05@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.90@	1.00
Amyl Valerianate	1.95@	2.40
Anethol	1.00@	1.35
Anisic Aldehyde	2.65@	2.95
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.75@	.85
Benzyl Benzoate	.85@	1.00
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	1.50@	2.10
Benzophenone	1.75@	2.00
Benzyl-isoegenol	9.00@	10.25
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	1.43@	1.51
Cinnamic Alcohol	2.75@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinnamyl Acetate	3.75@	4.50
Citral, C. P.	3.20@	3.75
Citronellol	1.75@	2.35
Citronellyl Acetate	2.55@	3.00
Citronellyl Butyrate	4.35@	5.00
Coumarin	3.00@	3.45
Cuminic Aldehyde	4.50@	5.00
Cyclonol	2.85@	3.15
Diethylphthalate	.45@	.51
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.60@	.75
Ethyl Acetate	.30@	.35
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.85@	.95
Ethyl Capronate	2.00@	2.63
Ethyl Cinnamate	2.50@	2.80

Ethyl Formate	.70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	1.50@	1.85
Eugenol	2.35@	3.50
Geraniol, dom.	1.00@	1.85
Geranyl Acetate	1.35@	2.00
Geranyl Butyrate	4.00@	4.85
Geranyl Formate	4.50@	4.95
Geranyl valerianate	6.00@	6.75
Guaiaac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.60@	4.00
Hydrotropie Aldehyde	5.90@	6.35
Hydroxycitronellal	6.25@	6.90
Indol, C. P.	19.00@	19.50
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.10@	4.85
Iso-safrol	2.10@	2.81
Linalool	5.50@	6.75
Linalyl, Acetate 90%	5.50@	6.00
65-70%	4.85@	5.25
Linalyl Formate	11.90@	12.85
Linalyl Propionate	11.00@	11.55
Menthol—		
Brazilian	6.35@	6.50
Japanese	7.35@	7.50
Synthetic	5.40@	5.60
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate	.55@	1.25
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	5.55@	6.20
Methyl Heptene Carbonate	35.00@	40.00
Methyl Naphthyl Ketone	3.30@	3.65
Methyl Phenylacetate	1.10@	1.75
Methyl Salicylate	.50@	.65
Musk Ambrette	5.40@	5.65
Ketone	5.35@	5.60
Xylene	1.55@	1.80
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.10@	2.75
Paracresyl Phenyl-acetate	4.60@	5.20
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.60@	1.95
Phenylethyl Alcohol	1.80@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.80@	6.10
Phenylpropyl Acetate	3.40@	4.20
Phenylpropyl Alcohol	2.70@	3.20
Safrol	.80@	1.25
Scetol (oz.)	2.65@	3.40
Styrollyl Acetate	1.75@	2.50
Thymol, crystals	3.10@	3.25
Vanillin (clove oil)	6.50@	7.25
(guaiaicol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

BEANS

Vanilla beans—		
Bourbon	4.50@	5.25
Mexican, cut	4.35@	4.50
Mexican, whole	4.55@	4.85
Tahiti	4.00@	Nom'l.
Tonka Beans Surinam	1.10@	1.35
Angostura	1.75@	1.80

SUNDRIES AND DRUGS

Acetone	10 1/4@	14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	.85@	1.25
Canada fir, gal.	31.00@	32.00
Peru	1.30@	2.00
Beeswax, bleached, pure		
U. S. P.	.68@	.72
Yellow, refined	.55@	.60

Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate	.07 3/4@	.08 1/4
Phosphate, tri-basic	.07 1/2@	.07 3/4
Camphor, pwd., domestic	.57@	.59
Castoreum, nat., cans	7.25@	17.00
Cetyl, Alcohol, extra	.75@	.76
Chalk, precip. bags, clts	.02 7/8@	.03
Cherry Laurel Water, jug,	1.25@	Nom'l.
gal.		
Citric Acid	.28 1/2@	.29 1/2
Civet, ounce	5.50@	7.80
Cocoa butter	.81@	.83
Cyclohexanol (Hexalin)	.34 1/2@	.35
Dextrine, white, cwt.	8.53@	8.68
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.44 1/2@	.44 3/4
Soap lye, crude	.31@	.32
Gum Arabic, white pwd.	.40@	.45
Amber	.13 1/4@	.11
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.38@	.45
Gum Galbanum	.80@	.95
Gum karaya, pwd.	.20@	.35
Gum Myrrh	.30@	.37
Henna, pwd.	.23@	.29
Kaolin	.05@	.07
Labdanum	3.70@	4.50
Lanolin, hydrous	.36@	.39
Anhydrous	.36@	.38
Magnesium, carbonate	.11 1/4@	.14
Stearate	.38@	.42
Musk, ounce	50.00@	65.00
Olibanum, tears	.20@	.25
Siftings	.16@	.18
Orange Flower Water,		
gal.	1.75@	2.25
Orris Root, Italian	.20@	.26
Paraffin	.06 3/4@	.07 1/8
Peroxide (hydrogen U. S. P.)		
bbls.	.03 3/4@	.05
Petrolatum, white	.06 3/4@	.08 3/4
Quince Seed	1.00@	1.50
Rice Starch	.16@	.18
Rose Flower, pale	.35@	.50
Rose Water, jug (gal.)	1.25@	1.85
Rosin, M. per cwt.	8.70@	8.75
Salicylic Acid	.46@	.52
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works,		
100 pounds	1.10@	1.40
Sodium Carb.		
58° light, 100 pounds	1.60@	4.62
Hydroxide, 76% solid,		
100 pounds	3.35@	4.55
Spermaceti	.29@	.30
Styrax Asiatic	.72 1/2@	.80
Tartaric Acid (250 lb. drums)	.37@	.41
Tragacanth, No. 1	2.90@	3.20
Triethanolamine	.26 1/4@	.27 1/4
Zinc stearate, U.S.P.	.37@	.39
Oxide, U.S.P.	.17 1/4@	.18 1/4

OILS AND FATS

Castor, refined drums	27 1/2@	.28
Coconut, crude, Atlantic		
ports, tanks	.21 3/4@	.22
Refined, drums	.28 1/4@	.29 1/2
Corn, crude, Midwest,		
mill, tanks	.15@	.15 3/4
Corn Oil, refined, tanks	.17 1/2@	.18 1/2
Cottonseed, crude tanks	.14 7/8@	.15 1/4
Grease, white	.05 7/8@	.06
Lard, Chicago	.11@	.11 1/2
Lard, Oil, common,		
No. 1 drums	.10 3/4@	.11
Olive, edible (gal.)	2.60@	2.75
Peanut, crude tanks	.26	Nom'l.
Peanut, refined tanks	.30 1/4@	.30 3/4
Red Oil, single distilled		
drums	.12 1/2@	.13 3/4
Double distilled	.15@	.16 1/4
Stearic Acid		
Triple Pressed	.13 3/4@	.15
Double Pressed	.11 1/2@	.12 3/4
Tallow, acidless, drums	.10 1/2@	.11
Tallow, extra	.05 1/8@	.05 3/8

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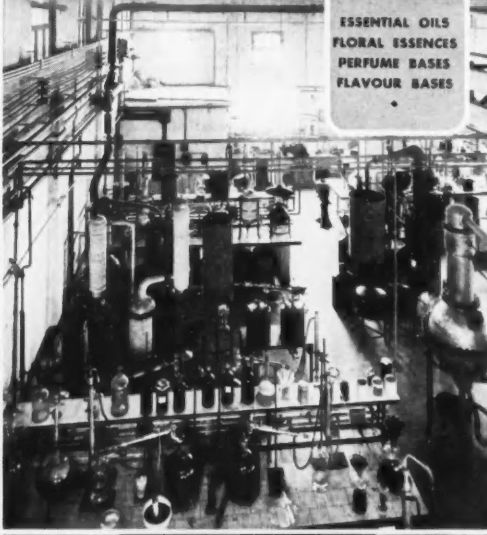
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INDEX TO ADVERTISERS

Aceto Chemical Co., Inc. Sampler
American Aromatics, Inc. 338
American Cholesterol Products, Inc. 328, 336
Aromatic Products, Inc. 312, Sampler
Asociacion de Productores de Aceites Esenciales —
Atlas Powder Co. 268, Sampler
Avon Products, Inc. 266

Belmay Co. —
Bertrand Freres 298
Bopf Whittam Corp. 334
W. Braun Co. 334
Bridgeport Metal Goods Mfg. Co. —
Bush & Co., Inc., W. J. 257, 332

Calmar Co. —
Cameo Die & Label Co. 332
Camilli, Albert & Laloue, Inc. 340
Carr-Lowrey Glass Co. —
Cavalla, Inc., A. 334
Chaleyer, Ph. Inc. —
Charabot & Co., Inc. —
Chemo Puro Mfg. Corp. Sampler
Chiris Co., Inc., Antoine —
Classified Advertisements 339
Consolidated Fruit Jar Co. 330
Cosmetries, Inc. —
Croda, Inc. Sampler

DeLaire Aromatics —
Dodge & Olcott, Inc. 270, Sampler
Dow Chemical Co., The Inside Back Cover
Dreyer, Inc., P. R. 306

Esrolko, Ltd. —
Essential Oil Producers Association —

N. V. Chemische Fabriek "Naarden" Facing page 305
Fairmont Chemical Co., Inc. 330
Felton Chemical Co., Inc. 318
Fine Aromatics, Inc. —
Firmenich & Co. Back Cover
Fleetwood Products Corp. —
Fleuroma, Inc. Sampler
Florasynt Laboratories, Inc. Sampler
Flyndustries, Inc. —
French, Benjamin, Inc. —
Fritzsche Brothers, Inc. —
Insert between 261-265

Gair Co., Inc., Robert —
Givaudan-Delawanna, Inc. —
Insert between 296-297
Glyco Products Co., Inc. —
Goldschmidt Corp. —

Halby Products 328
Hazel Atlas Glass Co. Facing pg. 296
Hercules Powder Co. —
Heyden Chemical Corp. —
Horn, John 330

Industrial Aromatic Co., Inc. —
Ising Corp., C. E. 332

Katz, Dr. Alexander & Co., Div. of F. Ritter & Co. —
Kenbury Glass Works 339
Kolar Laboratories, Inc. —

Lanitis Bros., Ltd. —
Lautier Fils, Inc. 316
Leeben Chemical Co., Inc. —
Leonhard Wax Co., Inc., Theodor ... —
Lipette Company —
Lueders & Co., George 258

Mack Molding Co. —
Malmstrom & Co., N. I. —
Mane Fils, V. —
Martinat, Jean Jacques, Dr. 339
Maryland Glass Corp. Front Cover
Maywood Chemical Co. 267
Mero & Boyveau 338

Naugatuck Aromatics Sampler
Neumann Buslee & Wolfe, Inc. 338
New York Aromatics Corp. Sampler
Norda Essential Oil & Chemical Co., Inc. 272
Northwestern Chemical Co., The ... —
Noville Essential Co. Sampler

Orbis Products Corp. 310
Owens-Illinois Glass Co. Facing pg. 297

Pantone Press 332
Parento, Inc., Compagnie —
Parsons-Plymouth, M. W. —
Peerless Tube Co. —
Penick & Co., S. B. 264
Pennsylvania Refining Co. —
Perfumery Associates Sampler

Perry Bros., Inc. 330, Sampler
Polak & Schwarz, Inc. —
Polak's Frutal Works Sampler
Progressive Labeling Machine, Inc. 331

Reheis Co. 326
R. F. Revson Co. —
Rhodia, Inc. —
Richford Corp. 300
Ritter & Co., F. 326, 331
Robertet, Inc., P. 262
Roberts & Co., A. Boake —
Robinson Wagner Co., Inc. —
Roubechez, Inc. —
Roure-DuPont, Inc. 291, Sampler

Schimmel & Co., Inc. 302, Sampler
Seil, Putt & Rusby, Inc. 339
Sheffield Tube Corp. —

Insert between 301-305
Shulton, Inc. —
Sluys Rockford, Inc. Sampler
Snell, Foster D., Inc. 339
Solvay Sales Div., Allied Chemical & Dye Corp. —
Special Glass Products Co. 339
Standard Aromatics, Inc. Sampler
Standard Cap & Molding Co. —
Stassal Co. —
Sunkist Growers 260
Sun Tube Corp. —
Synfleur Scientific Laboratories, Inc. 263
Syntomatic Corp. —

Tennessee Eastman Co. —
Toilet Goods Association, Inc. 265
Tombarel Freres —
Tombarel Products Corp. —
Turner White Metal Co., Inc. —

Ungerer & Co. Inside Front Cover

Van Amer. Haebler, Inc. 311-315
Vanderbilt Co., Inc., R.T. —
Verley & Co., Albert —

Insert between 288-289, Sampler
Verona Chemical Co. 261, Sampler
Voss Corporation, Karl —

Whittaker, Clark & Daniels —
Will & Baumer Candle Co., The 326
Wirz, Inc., A. H. 328



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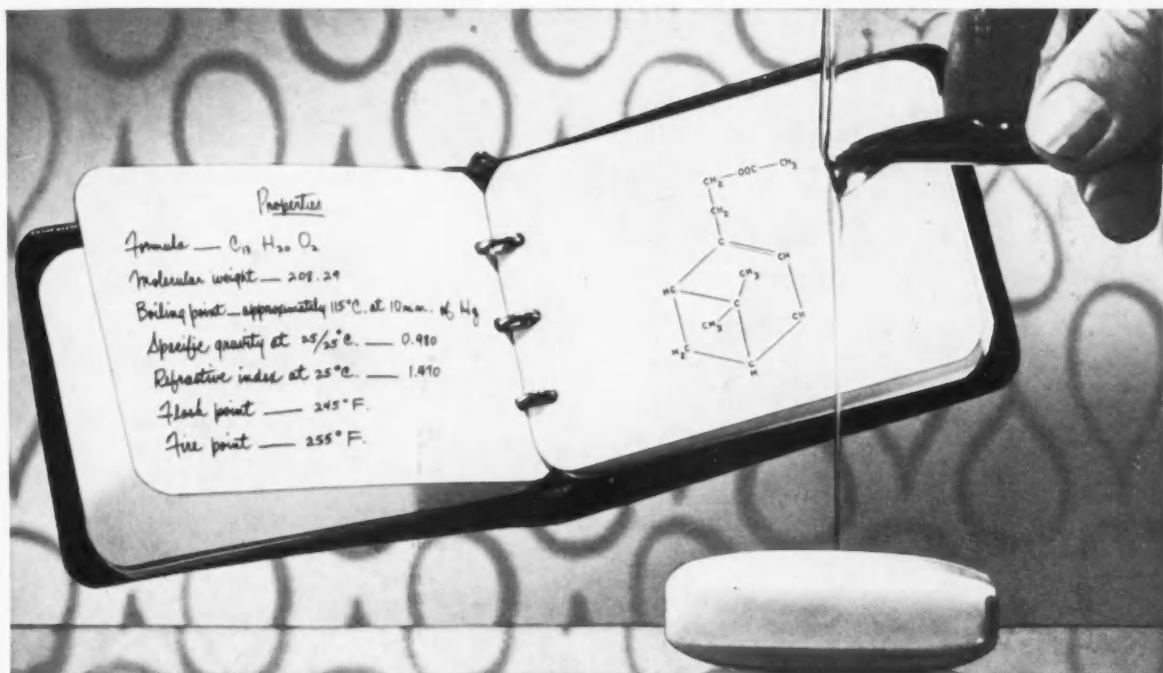
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